

SOUTHERN AUTOMOTIVE JOURNAL

COVERS THE
19 SOUTHERN AND
NORTHWESTERN STATES

PASS IT ON!

OWNER ☐
GEN. MGR. ☐
SERV. MGR. ☐
PARTS MGR. ☐
FOREMAN ☐
SHOP ☐

Dec., 1952

Customer satisfaction

is assured with **Perfect Circle's
2 in 1 Chrome piston ring set!**

When you can promise your customers *double life* for their cylinders, pistons and rings . . . when you can assure them *sustained power* and *new oil economy* for thousands of extra miles . . . then you can count on complete customer satisfaction!

Perfect Circle's new 2-in-1 Set, with its solid chrome plating on both top compression ring and oil ring rails, resists wear under the severest operating conditions—protects pistons and cylinder walls from scuffing and scoring.

And, in addition, two expander springs—NORMAL PRESSURE and HI-PRESSURE—are packed with every Chrome Oil Ring, allowing the installing mechanic to choose the spring pressure best suited to each engine *after* he looks at the cylinders.

Mechanics and motorists both like the instantly responsive *feel* of an engine equipped with 2-in-1. Get the whole story from your Perfect Circle Representative, or write Perfect Circle Corporation, Hagerstown, Indiana.

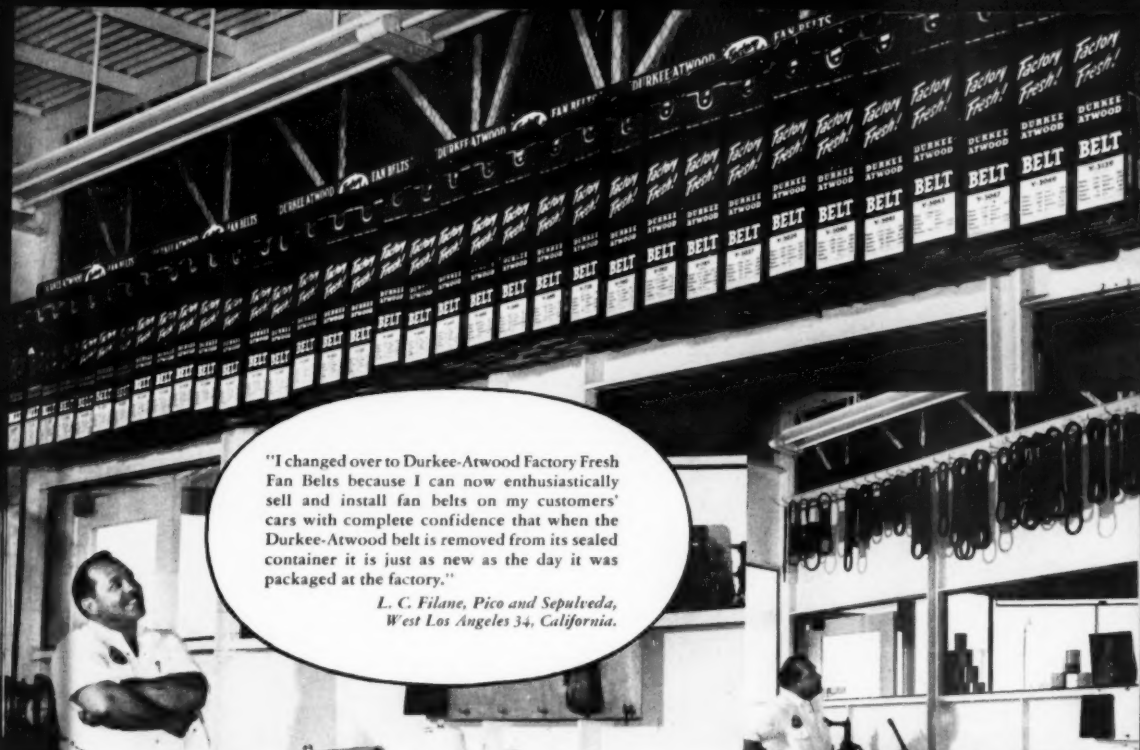
SOLID CHROME PROTECTS THESE WEARING SURFACES.
CHOICE OF EXPANDER SPRINGS WITH EVERY OIL RING.

Perfect Circle

PISTON RINGS

The Standard of Comparison





"I changed over to Durkee-Atwood Factory Fresh Fan Belts because I can now enthusiastically sell and install fan belts on my customers' cars with complete confidence that when the Durkee-Atwood belt is removed from its sealed container it is just as new as the day it was packaged at the factory."

L. C. Filane, Pico and Sepulveda,
West Los Angeles 34, California.

Change over to...

***FACTORY FRESH* V-BELTS**

Dealer after dealer reports bigger and better V-belt business after changing over to the Durkee-Atwood *Factory Fresh* program. The reason—uniform, bright and attractive stocks, GUARANTEED NEW and *Factory Fresh* right on the plastic-sealed package!

The *Factory Fresh* package makes Durkee-Atwood V-Belts easier to sell. Yes, and more convenient to handle, with complete replacement information printed fore and aft in bold-face type. Go *Factory Fresh* with Durkee-Atwood V-Belts!



SEE
the difference!
When you break the seal to open the package this belt not only looks *Factory Fresh*... it is *Factory Fresh*...



FEEL
the difference!
It's as full of life as the day it was put into Durkee-Atwood's exclusive plastic-sealed package...



SMELL
the difference!
The fresh-rubber aroma tells you immediately that this V-belt is really and truly *Factory Fresh*!



Mr. Filane views his V-belt stocks before changing over to the Durkee-Atwood *Factory Fresh* program. Now he's really in business with the *Factory Fresh* display at the left.



Exterior view of L. C. Filane's Union Oil station. He's one of the thousands of progressive dealers who see new opportunities with the Durkee-Atwood *Factory Fresh* V-Belt program.

Get the *Factory Fresh* story!

DURKEE-ATWOOD COMPANY, Dept. SA 12
Minneapolis 13, Minn.

Without obligation, send me full details on the Durkee-Atwood *Factory Fresh* program and name and address of your nearest jobber.

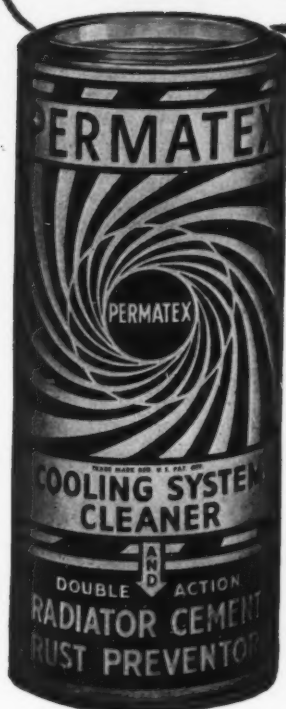
Name _____
Firm _____
Address _____
City _____ State _____

©1952, DURKEE-ATWOOD CO.

DURKEE-ATWOOD COMPANY

MANUFACTURERS OF V-BELTS,
ROBBER AND CHEMICAL PRODUCTS SINCE 1910

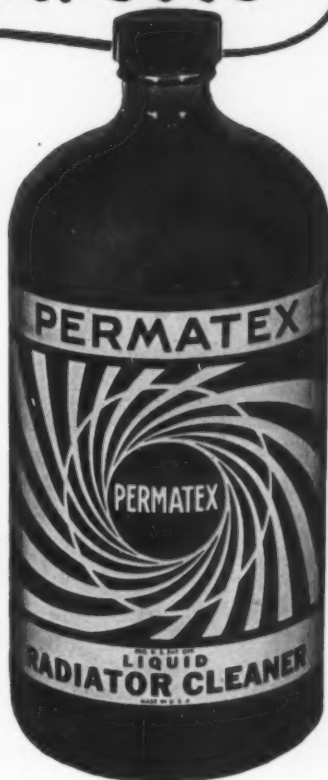
CLEAN RADIATORS



FASTER

EASIER

BETTER



NON-ACID...POWDER TYPE

This Permatex Cooling System Cleaner package gives you all the chemicals you need to do a thorough job. It contains two separate products:

1. A non-acid powder cleaner that quickly removes rust, scale, grease and slime in one quick operation.
2. Double-Action Radiator Cement that will seal up any radiator leaks and prevent rust from forming on the cleaned metal surfaces.

ACID...LIQUID TYPE

Use Permatex Liquid Radiator Cleaner for the stubborn job where rust and scale are thick. It is a fast-acting acid that completely dissolves rust and scale from radiators, cylinder heads and blocks. So effective that reverse flushing is rarely necessary, yet no inhibitor is required. Works where other cleaners fail.

These two Permatex Cleaners enable you to clean any cooling system that comes along... the non-acid for the usual jobs; the acid for the tough babies.

PERMATEX COMPANY, INC., Brooklyn 35, N. Y.
Over 50 Chemical Products For Better Automotive Maintenance

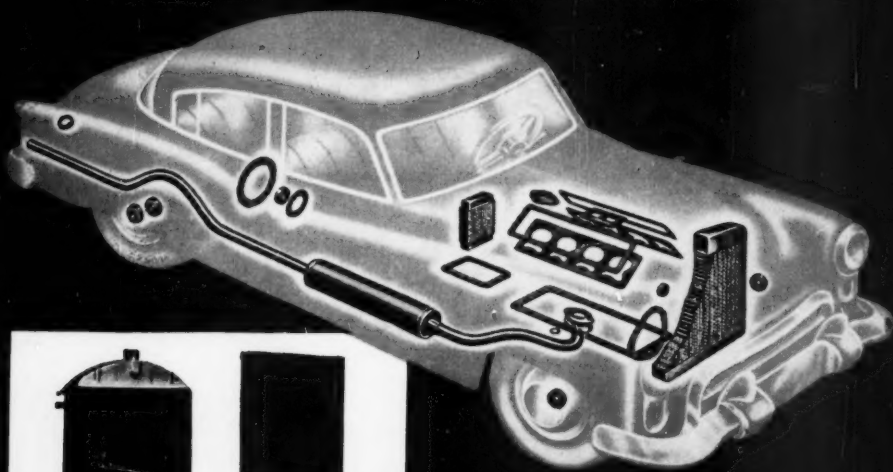
Ask your
Jobber/Salesman
about the
**SPECIAL
OFFER**
on these
products

PERMATEX COOLING SYSTEM CLEANERS

ACID AND NON-ACID TYPES

MCCORD PRODUCTS

Original Type for Replacements



**GASKETS • MUFFLERS • PIPES
RADIATORS • OIL SEALS**

McCord gaskets, radiators, radiator cores, oil seals, mufflers, and pipes are each individually engineered to give equal or better service than the parts replaced. "You can depend on McCord Products—most car makers do" is more than a slogan. It is assurance that any product bearing the McCord name will give dependable service.

McCord replacement products are distributed by three thousand automotive jobbers throughout the world. This distribution means that McCord gaskets, radiators, radiator cores, oil seals, mufflers, and pipes are always available and near at hand. Locally McCord, Stock and have on hand McCord products.

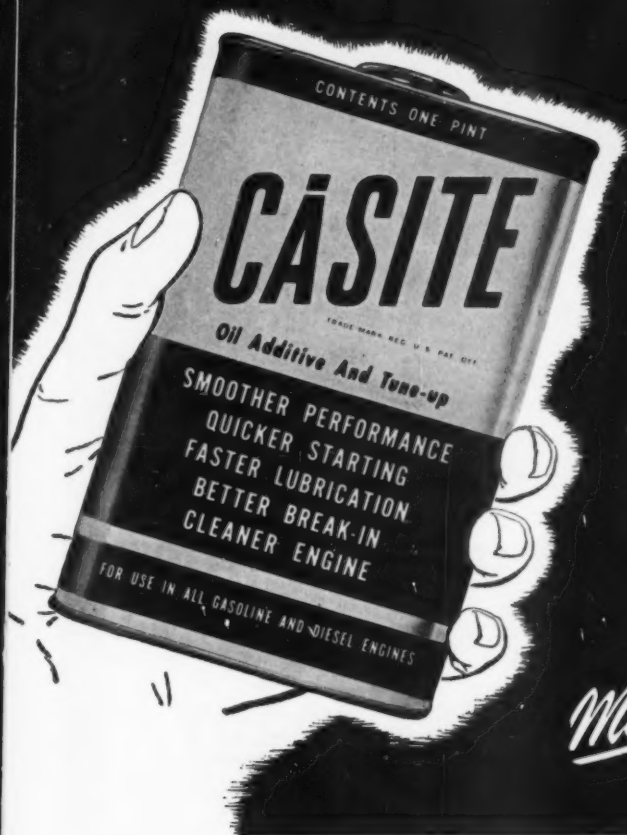
MCCORD CORPORATION
Detroit 11, Mich.

You Can Depend on MCCORD PRODUCTS . . . Most Service Men Do!

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Volume 32

Number 12



Makes any oil a faster oil!

Makes faster profits too!

● Casite makes any oil a faster oil . . . speeds it to vital engine parts . . . spreads it where it's needed *when* it's needed—not risky seconds later.

Even finest oil is "cold" and slow when the engine is first started. It needs help for the first few minutes, during the warm-up period, when most engine wear occurs. Casite gives it that needed help, gets it around to bearings, valves, pistons and other vital moving parts.

Casite makes any oil a faster oil. Independent laboratory tests show Casite speeds the flow of No. 20 oil

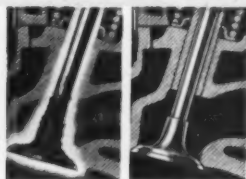
34% at 50°F., 42% at zero. This means oil is more fluid in cold motors, yet has the normal body in warm motors, so the engine gets the proper lubrication at any temperature.

All in all, Casite makes any engine start easier, run better, last longer. Point this out to your customers. Add Casite to the crankcase with every oil change. Run it through the air intake, or add it to the gasoline, for regular tune-ups. Push Casite with every car-owner—for fastest, easiest extra profits!

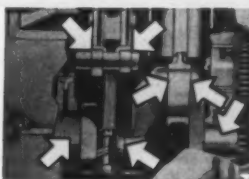
... GUARANTEES BETTER AND SMOOTHER PERFORMANCE OR DOUBLE-YOUR-MONEY-BACK!



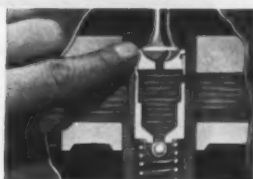
Casite cleans the engine, too. A pint through the air-intake, or in the gasoline, assures better and smoother engine performance.



Casite gets rid of gum and goo, frees sticking valves and rings, lets the power zoom through. It's the quickest, easiest tune-up you've ever sold.



Continued use of Casite keeps the engine fully protected, cuts startup wear to a minimum, keeps the engine keen, clean, free-running and powerful.



Casite aids hydraulic valve lifters, too. Casite gets oil into hydraulic valve lifters quicker, helps the lifters function smoothly all the time.

General Motors'
Experimental Car
LE SABRE



AC

**QUALITY
PRODUCTS**

**...on these cars of Tomorrow
help your
sales Today**



Buick's
Experimental Car
XP-300

AC's advanced engineering gives you the edge on competition!

AC Quality Products give your customers plus performance for their present cars, because they are engineered to meet the tougher operating conditions we know will exist in the cars of tomorrow.

OIL FILTERS



The Industry's Fastest-Growing Line—Original or approved equipment on Buick, Chevrolet, Cadillac and Olds.

SPARK PLUGS



With Patented CORALOX Insulator—Factory equipment on more new cars than any other make of spark plug.

FUEL PUMPS



The Only Complete Line—More than 100,000,000 have been built—more than 40,000,000 are in daily use.

SPEEDOMETER CABLES • AIR CLEANERS • FLEXIBLE LINES • GAS STRAINERS

AC SPARK PLUG DIVISION



GENERAL MOTORS CORPORATION

NONE TOUGHER...

FITZGERALD

GASKETS

ONE of the toughest customers in the animal kingdom, the gorilla was built to survive in the rugged Congo forest. FITZGERALD GASKETS are built to survive in the rugged heat and pressures of a modern high compression engine where a gasket has to be extra tough to last.

FITZGERALD GASKETS are extra tough . . . witness the numbers of users who've ended a costly string of gasket failures by switching to FITZGERALDS. Available through leading jobbers everywhere throughout the United

States and Canada, they're exported abroad exclusively by the world's leading manufacturer of automobiles.

THE
FITZGERALD MANUFACTURING CO.
TORRINGTON, CONNECTICUT

Canadian FITZGERALD Ltd. — Toronto, Canada
Branch and Warehouse — Los Angeles, California

Also...

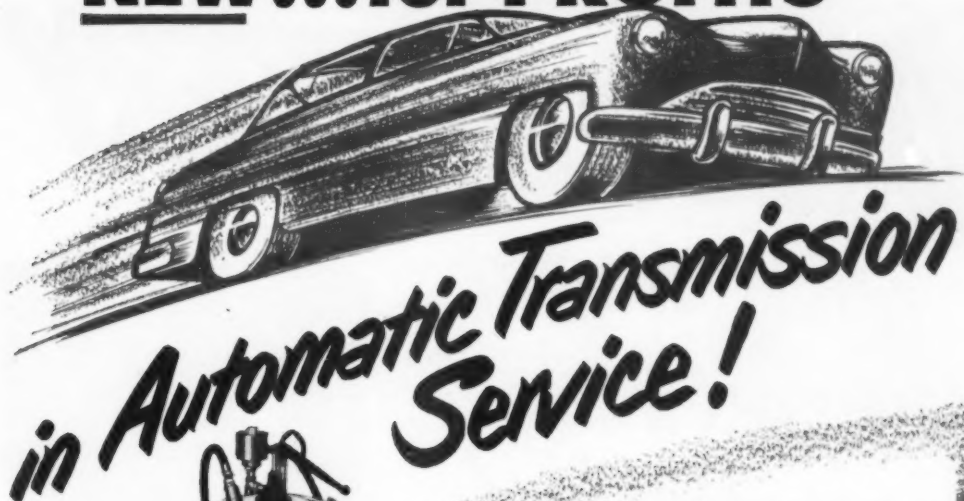
GREASE RETAINERS • CORK GASKETS

FITZ-RITE TREATED FIBER GASKETS
FOR OIL, GASOLINE
AND WATER CONNECTIONS

COMPLETE SETS
FOR MOTOR REBUILDERS



NEW...for PROFITS



in Automatic Transmission Service!

Model 60034-3 Dispenser for 100 lb. drums... includes dolly, filter, 7 ft. hose, nozzle, pump and totalizing quart meter.



Model 60034-3 Bell Type, 10 lb. capacity... has flexible nozzle, 7 ft. hose, flexible nozzle.

Model 60034-3 Bell Type for 100 lb. drums... has flexible nozzle, 7 ft. hose, flexible nozzle.



Model 60034-3 Dispenser for 100 lb. drums... has flexible nozzle, 7 ft. hose, flexible nozzle.



Model 60034-3 Dispenser for 100 lb. drums... has flexible nozzle, 7 ft. hose, flexible nozzle.



Everything YOU NEED

Now—ARO helps you cash in on fast-growing demand for automatic transmission service! These new Aro Dispensers do the job clean and fast... producing steady profits!

All Aro Dispensers meet car makers' and oil companies' strict demands for clean fluid dispensing... fluid filter located behind nozzle, close to point of delivery, can be disassembled for cleaning... strong flexible metal nozzle services all makes of automatic transmissions without use of adapters; no-drip tip... totalizing quart meter has 16-qt. dial with two indicators, full quarts or fractions of quarts... name plate identifies fluid in unit... Aro-built dependability. See your Aro Jobber. Write for new bulletin.

The Aro Equipment Corp., Bryan, Ohio
Aro Equipment of Canada, Ltd., Toronto, Ont.



LUBE EQUIPMENT
Also...GREASE FITTINGS...AIR TOOLS
...HYDRAULIC EQUIPMENT...
AIRCRAFT PRODUCTS

DELCO BATTERY

*offers greater
business-building
opportunity!*



The battery that is first choice with automotive engineers and with car owners is the first choice with dealers, too! There are unlimited volume-building opportunities with Delco—the battery designed to meet the demands of modern driving. Call your Delco battery wholesaler. Let him show you that Delco offers you your greatest business-building opportunity.

NATIONALLY ACCEPTED! Delco batteries are the choice of millions of car owners. For reliable starting power—for long life—America knows that Delco is the buy!

ORIGINAL EQUIPMENT MARKET! Delco batteries are original equipment on more cars and trucks than any other make . . . there, alone, is a vast, pre-sold market that daily passes your door!

YOU'LL HAVE HELP! Merchandising plans and programs, tailor-made to your needs, are always available. This sort of cooperation, plus a constant stream of battery service information and technical data, keeps you "out front" in the battery business!

THE TIME IS—NOW! Right now is the right time to decide to make the nation's Number One Battery your number one business-getter. The opportunity is here . . . it's easy to start in this profitable business. See your local Delco battery wholesaler now.

EVERY DELCO BATTERY HAS THESE FEATURES

Maximum Starting Power!

In life performance tests, Delco Batteries showed maximum starting power, after months of operation.

New Super-Quick Starts in Cold Weather!

Exclusive, patented "expander" formula used in making negative plates for batteries produces greatly improved action in cold weather.

New Battery Ruggedness!

Exclusive high temperature vapor treatment of plates creates stronger, longer-lasting bond . . . insures greater resistance to shock and distortion.

New "Balanced" Gravity Rating for Finest Performance!

The new "balanced" gravity rating of Delco batteries assures users of longer battery life. Extra battery life means extra miles per battery—more value for your money.

"Tailored" Cases!

Delco has "tailored" cases for each battery model. Special sealing compound to prevent cracking and leaking. Visual filling device for instant servicing.

DELCO BATTERIES

A GENERAL MOTORS PRODUCT



A UNITED MOTORS LINE

DISTRIBUTED BY WHOLESALERS EVERYWHERE

SOUTHERN AUTOMOTIVE JOURNAL for DECEMBER, 1952

THE WORD IS GETTING

"TRY MOOG PISTON RINGS!"

"MOOG
PISTON RINGS"



EASY ON CYLINDER WALLS

"TRY JUST ONE SET"



CONTROL OIL

"MOOG
PISTON RINGS"



RESTORE POWER

"INSIST ON
MOOG RINGS"



SAVE YOU MONEY

"LOWER
LIST PRICE"



ELIMINATE
COSTLY COMEBACKS

"HAVE USED
THEM FOR YEARS"



EXTRA OIL CAPACITY

"MOOG RINGS"



QUICK SEATING

"A BEAUTIFUL
PACKAGE TOO"



ENGINEERED SETS

"TRY A
SET"



MOOG—A GREAT NAME IN
AUTOMOTIVE MAINTENANCE

WRITE FOR THE NAME OF
CLOSEST MOOG JOBBER

MOOG INDUSTRIES, INC.

6630 Easton Ave.

St. Louis 14, Mo.



© 1952 M. I. I.



the **DRIVER IN** the car can make the difference

between a top-notch job
and a "toe-change" comeback headache!



DIRECT INSTANTANEOUS READINGS!
Correct the first time over!

COMPLETELY AUTOMATIC! Trip lever
automatically resets to zero after each test!

NO INSTALLATION OR OPERATING EXPENSE!
Lies close to floor... uses practically
no additional space.

**QUICKEST, BEST WAY TO DOUBLE
CHECK FINAL SETTINGS!**



Here's why! When the tire rolls across platform (position 1) it comes into contact with a super sensitive blade that moves laterally (position 2). The lateral movement of this blade is actuated by the side drag of any mis-aligned wheel (position 3) and the amount of movement is instantly recorded on dial. Direct! Positive! Instantaneous!



That's why thousands of Mechanics are enthusiastic boosters for **"BEAR" 240 DRIVE-OVER TESTERS**

These mechanics know the secret of precision alignment testing. They know that alignment of many cars is extra sensitive and must be double-checked to avoid "toe-change" comeback headaches! That's why thousands of mechanics use the 240 "Bear" Drive-Over Tester to get an absolute direct and accurate final check on all the variables involved in setting caster, camber and toe. With this double check, they can be absolutely sure that they have properly compensated for the driver in the car and that the car checks out "OK" in motion, too.

Install a "240" right up front in your shop or by the alignment rack and check each car that enters as well as every car that comes from the alignment rack. Your customer can see the test result on both front and rear wheels... and so conclusive is the test you'll find it easier than ever before to sell alignment and to prove your work with a final check that convinces your customer everything is okay. See your "Bear" Jobber today for catalog sheet and demonstration... or write Bear Mfg. Co., Dept. S1, Rock Island, Ill.

Nationally Advertised in **POST**

"BEAR" SAFETY SERVICE



You can stake your reputation on
PERFECTION
 "Certified" Parts!



Perfection Products include:

Silent Timing Gears, Metal Timing Gears,
 Silent Timing Chains, Sprocket Gears, Trans-
 mission Gears and Parts, Differential Ring
 Gears and Pinions, Differential Cases and
 Parts, Fly Wheel Gears, Clutch Plates, Pres-
 sure Plates, Clutch Cover Assembly Parts,
 Clutch Forks and Parts, Clutch Throwout
 Bearings, Clutch Rebuilders.

You—and your customers—gain when you install
 PERFECTION Certified Replacement Parts.

These high quality products are made especially for
 replacement needs. Every step of manufacture is a matter
 of precision workmanship to achieve "pre-fitted" uni-
 formity, ease of installation, and long dependable service.
 Yes, you can stake your reputation on PERFECTION.

There is a PERFECTION jobber near you. He carries a
 representative stock of these quality parts and is prepared
 to render prompt, efficient, friendly service. If you
 do not know his name, write us.

Perfection Gear Company, Harvey, Ill.

SEE THE DIFFERENCE WHEN YOU USE



V-C

*means Very Clean
with less work!*

What Granulation Means to You...

V-C Cleansers are chemically granulated to a uniform particle size. This means no caking, no dusting, less waste and easier use in hot or cold, hard or soft water. The tiny granules stay separate and easy to handle, dissolve quickly and start cleansing immediately!

Once you try new, improved, granulated V-C Specialized Cleansers, you'll never again be satisfied with ordinary, old-style cleansers. For these superlative, new V-C Cleansers have extra cleansing power—extra quantities of the costly ingredients that enable cleansers to do a more efficient job. Yet these top quality V-C Cleansers cost you no more than ordinary cleansers, because V-C saves money by producing most of its own raw materials in its own mines and factories. These savings are passed on to you in more cleansing power at lower cost. Each V-C Specialized Cleanser is a product of thorough research, careful formulation and rigid manufacturing controls.

It was perfected under actual use conditions for certain specific cleansing or washing jobs...and it's uniformly granulated to make it easy to use and keep it in excellent condition. Start now to do a really CLEAN job of cleansing with less labor at lower cost.

Mail the coupon for full information.

MAIL THIS COUPON TODAY

NEW, IMPROVED V-C CLEANSERS!

A Complete New Line!
Uniformly Granulated! Extra Cleansing Power!
Top Quality at Low Cost!

V-C FIT* Car-Wash

Non-streaking, high-sudsing, V-C FIT is safe to use on the most delicate of waxed finishes and on car upholstery. It is instantly soluble, works well in hard or soft water, is ideal for production line techniques in car-washing. Makes your customers happy with your wash job.

V-C ROY* Concrete Cleanser

Specially formulated for cleaning garage floors, service station aprons, machine shops, etc. Decidedly economical, V-C ROY is 100% active, leaves a pleasant pine aroma, is readily soluble in cold water. Ideal for day-to-day use in keeping concrete attractive and spotless.

V-C TUFF*

Heavy-Duty Concrete Cleanser

A superlative cleanser for removing really heavy deposits of oil, grease and dirt from concrete, cement and metal. Ideal for cleaning grease pits, shop floors, grease-caked machinery... excellent for cleaning white wall tires. Has high alkalinity, two separate emulsifiers

...is completely free-rinsing and is fortified with pine oil. V-C TUFF is safe to use on metal... will not harm rubber... is positively non-flammable... leaves concrete white.

V-C ZIP

Heavy-Duty Steam Cleaner

Unsurpassed for steam cleaning heavily incrustated and greasy equipment. Should be used on tough surfaces where maximum cleaning power is needed. It is also a superior heavy-duty vat cleaner for stripping paint and removing various heavy soil deposits.

V-C JET*

Medium-Duty Steam Cleaner

Specially formulated for general, all-around use. Will not clog steam coils, pumps or hose nozzles. Actually dissolves previously deposited lime scale. Softens hard water, is non-irritating

and free-rinsing. Excellent for vat cleaning and metal degreasing.

V-C QUICK*

Light-Duty Steam Cleaner


Provides strong cleaning action without the unpleasant effects of caustic alkali. Safe to use on magnesium and aluminum parts, its vapors are harmless to operator and surface. Poor ventilation and delicate surfaces are no problem when you use V-C QUICK. It's also ideal for use as a mild vat cleaner.

V-C CEL Water Conditioner

Conditions and softens hard water. In hard water areas, V-C CEL should be added to the solution tank of steam cleaning machines and used along with the proper V-C Steam Cleaner. It makes steam cleaning more efficient and helps protect valuable equipment.

*Reg. Applied For

for Complete Information

VIRGINIA-CAROLINA CHEMICAL CORPORATION Chemicals Division • 401 East Main Street, Richmond 8, Va. Without cost or obligation, please send me complete information on new, improved, granulated V-C Cleansers.		
NAME _____		
FIRM _____		
STREET _____		
CITY _____	STATE _____	

ANNOUNCING *the* *Distinguished De Soto* for 1953



THE FIREDOME V-8 CLUB COUPE



Here is automotive design at its freshest and finest . . . with engineering at its most brilliant. Here is the new De Soto . . . the mighty 160 h.p. Fire Dome V-8 and the Powermaster 6 . . . with Power Braking, Full Power Steering, and Hydraulic No-Shift Driving. It's on display . . . NOW!

YOU can see right away it's a De Soto. It has all the distinction, strength and comfort that goes with the name. And now, every line has a sweeping new beauty. De Soto is longer, lower, lovelier than ever . . . from air-vent hood to jet tail lights . . . from one-piece panoramic windshield to wrap-around rear window.

And its performance matches its looks, whether you choose the famous Powermaster Six or the sensational

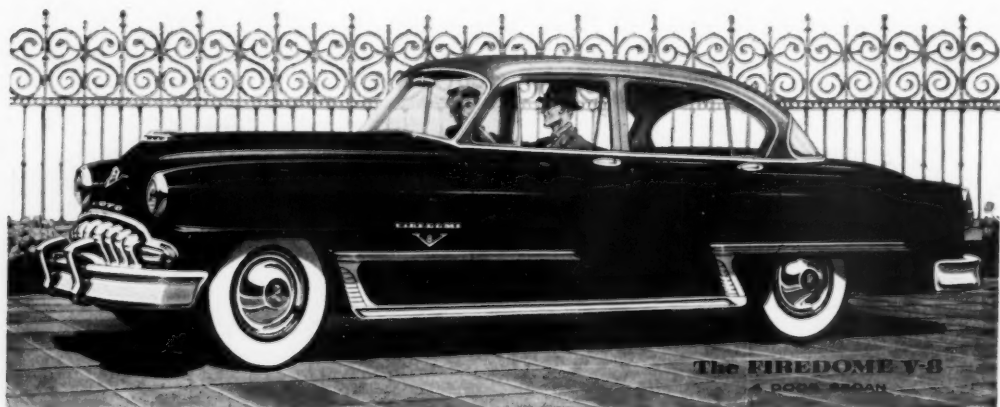
160 h.p. FireDome V-8 (*America's most powerful engine design!*). It offers you the magic of De Soto Full Power Steering, the greater ease and safety of Power Braking, plus the finest kind of No-Shift Driving.

With all its new and breath-taking beauty . . . with all its remarkable driving features . . . the distinguished De Soto for 1953 is an unforgettable new motoring experience. De Soto Division, Chrysler Corp.

DE SOTO

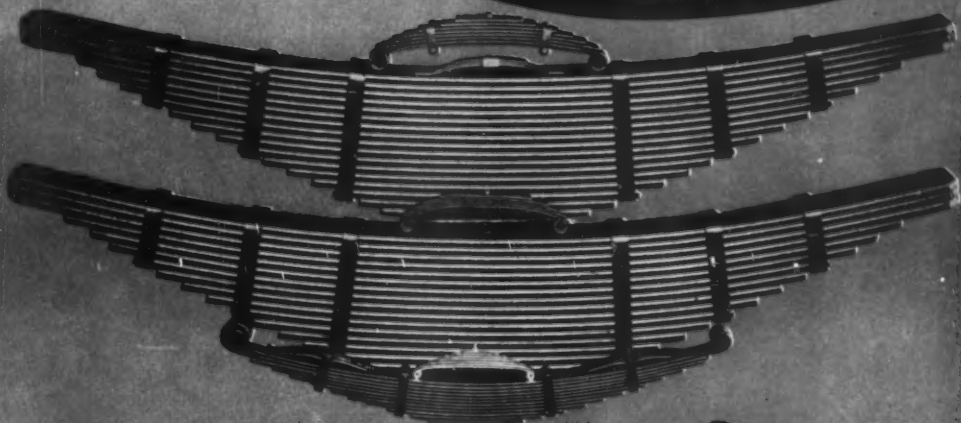


Famous for Fine Engineering



THE FIREDOME V-8
A DOOR SEDAN

FROM MIDGETS TO MONSTERS



If it's leaf springs—LAHER makes them—from the smallest to the largest. If you need springs for any vehicle that moves on axles, from a baby carriage to an atomic cannon—ask LAHER ENGINEERS to look over your specifications.

LAHER operates 8 large modern spring manufacturing plants in the United States, each equipped with heat treating furnaces that are electronically controlled to a plus or minus of 1°F. That's what gives all LAHER springs uniformly fine quality—that's what gives matched pairs identical performance characteristics.

Available through your automotive jobber as replacements for all modern automobiles and trucks, they are exact duplicates of the original equipment springs and they FIT the cars and trucks they were built for—exactly. Next time you need springs—order LAHER SPRINGS from your automotive jobber.

Truck and trailer manufacturers — may we quote on your original spring requirements.



MANUFACTURED BY

LaHer SPRING & TIRE CORP.

EASTERN HEADQUARTERS • 2131 LOCUST STREET • ST. LOUIS, MISSOURI

SOUTHERN HEADQUARTERS • 300 MADISON AVE. • MEMPHIS, TENNESSEE

WESTERN HEADQUARTERS • 2615 MAGNOLIA ST. • OAKLAND, CALIFORNIA

KANSAS CITY, 1630 MCGEE STREET • FORT WORTH, 910 FLORENCE STREET

Los Angeles

San Francisco

Sacramento

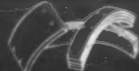
Portland

Seattle

Spokane

Salt Lake City

LAHER INDUSTRIES





a timesaver for mechanics-



New Delco-Remy **COMPLETE BREAKER PLATE**

Delco-Remy's latest contribution to quicker and easier electrical servicing is a pre-adjusted distributor breaker plate complete with contact points and condenser.

The contact points on the new breaker plate assembly are properly aligned . . . spring tension is adjusted to factory specifications . . . all fits and clearances are carefully checked—the unit is ready for immediate installation in the distributor. A new ground lead and the hardware necessary to complete the installation are included in the service package.

Mechanics will find this new complete breaker plate not only saves time but assures dependable service in use.

DELCO-REMY

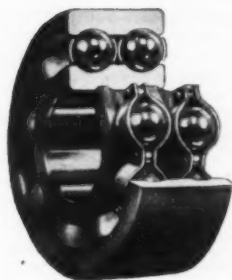
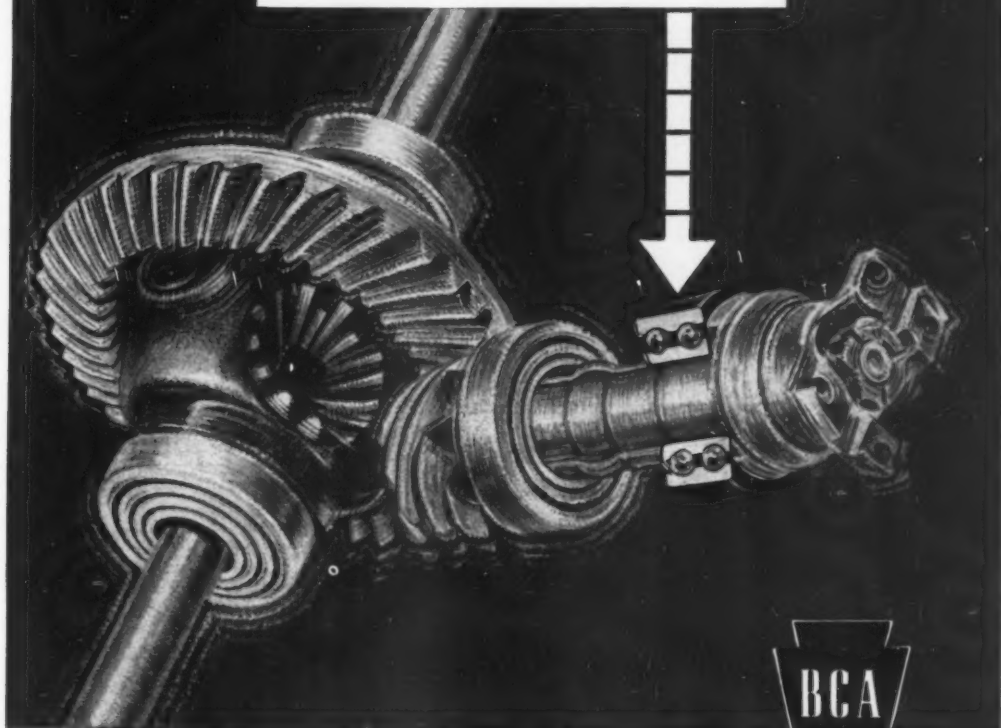
A GENERAL MOTORS PRODUCT  A UNITED MOTORS LINE
DISTRIBUTED BY WHOLESALERS EVERYWHERE

Delco-Remy
DIVISION, GENERAL MOTORS CORPORATION
ANDERSON, INDIANA

PIONEER MANUFACTURERS OF AUTOMOTIVE ELECTRICAL EQUIPMENT

SOUTHERN AUTOMOTIVE JOURNAL for DECEMBER, 1952

**The name of a bearing
does make a difference**



ONE difference is illustrated here—vibration caused by internal looseness in a bearing made for automotive use by a large manufacturer of industrial bearings.

Standard End-Play tests of all bearings of this same make in a jobber's stock revealed excessive looseness—a typical result of attempts to adapt industrial bearings to automotive applications.

BCA is one of the major manufacturers specializing in automotive ball bearings.

BCA Bearings always are made to the specific specifications of a specific automotive application. This specialization guarantees precision-made bearings to meet the requirements of a highly specialized industry.

BCA engineering and production facilities are aimed to make automotive power safe and trouble free. The name BCA is your assurance of bearings engineered to fit your specific needs.

BEARINGS COMPANY OF AMERICA
LANCASTER, PA.

MAKERS OF A COMPLETE LINE OF BALL BEARINGS FOR ALL MAKES OF CARS, TRUCKS, BUSES, AND TRACTORS
SOUTHERN AUTOMOTIVE JOURNAL for DECEMBER, 1952

EQUIP FOR SPEED

TOP RAM HEAD

Lowest height... 35 1/4"
Extreme high... 55"

CONVEN- TIONAL HOOK

Adjustable starting
height 4 1/4" to 27 1/4"
Extreme high... 46 1/4"

KNUCKLE- JOINT HOOK

Adjustable starting
height... 3" to 22 1/4"
Extreme high... 42"

Choose a Hein-Werner Hydraulic Swift-Lift

3 load contact points... 19 1/4" Lift

Deep-skirted fenders, super-streamlined bumpers, and extra high lifting jobs will never faze you when you have a SWIFT-LIFT. It provides jet-fast action on every type lifting job.

The SWIFT-LIFT weighs only 49 lbs... may be rolled easily to the job on big steel wheels. Light weight and compact shape make it ideal for taking on road service calls. Big aluminum base is extra strong. Adjustable hook is slip-proof. Load capacity 1 1/2 tons.

Act now to "equip for speed." Eliminate the problem of having a mechanic tied-up and wasting time waiting for a big service jack to be available. Supplement your shop equipment with a "Swift-Lift" for every mechanic. The easy-to-handle "Swift-Lift" costs about one-third less than a conventional four-wheel jack, and can't be beat for speed or ease of operation. Consult your H-W jobber for details, or write us.

Complete Hein-Werner line includes: "Bumper-Lift" Hydraulic Jack for passenger cars... "Under Axle" Jacks of 1 1/2, 3, 5, 8, 12, 20, 30, 50 and 100 tons capacity... "Push and Pull" Hydraulic Jacks for body, fender, and frame work... "Swift-Lift" and Service Jacks for shop use... Adjustable Car Stands for cars and trucks.

Hein-Werner
HYDRAULIC JACKS

HEIN-WERNER
CORPORATION
Waukesha, Wis.

Let ALLEN help you prepare for the **12-VOLT MARKET**

The introduction of 12-volt electrical systems on several 1953 cars opens up a new market for you. Allen has a complete new line of servicing and testing equipment designed to handle the new 12-volt systems — the coupon below will bring you the details.

The New ALLEN *Dynacharger* 6 and 12-Volt **BATTERY CHARGERS**

FAST-SLOW CHARGER
DE LUXE PORTABLE MODEL F-88
— 6 Volts, 75 Amps. — 12 Volts, 40 Amps.

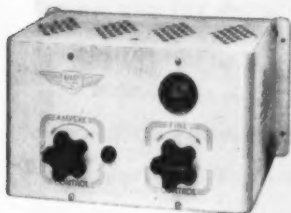
DE LUXE PORTABLE MODEL F-77
6 Volts, 75 Amps.

Has many big charger features, including automatic electric timer.



FAST-SLOW CHARGER
STANDARD PORTABLE MODEL
F-52 6 Volts, 75 Amps.

A high quality charger priced within the reach of every shop.



SLOW CHARGER
UNITRON MODEL E-15 —
Charges up to twelve 6-volt,
or six 12-volt batteries at 6
amperes.

**ASK YOUR ALLEN DISTRIBUTOR ABOUT
EASY PAYMENTS AND TRADE-IN ALLOWANCE**

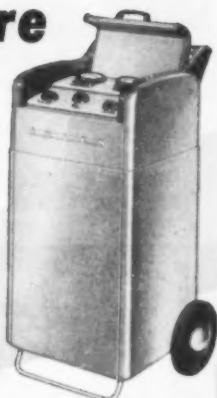
SOUTHERN AUTOMOTIVE JOURNAL for DECEMBER, 1952

The introduction of 12-volt electrical systems on several 1953 cars opens up a new market for you. Allen has a complete new line of servicing and testing equipment designed to handle the new 12-volt systems — the coupon below will bring you the details.



MODEL F-220
FAST-SLOW CHARGER

6 volts, 100 Amps.; 12 volts, 50 Amps.
Also available in 6 volts only.



FAST-SLOW CHARGER
DE LUXE MODEL F-260* —
6 Volts, 100 Amps. — 12 Volts,
50 Amps.

**With Sensational
New "Dyna-Meter"
Battery Analyzer!*

New ALLEN **6 and 12-VOLT TESTING EQUIPMENT**

The new 1953 cars with 12-volt electrical systems, plus the many 12-volt trucks, tractors and foreign cars, makes it imperative that all shops be equipped for both 6 and 12-volt service!

The new line of Allen 6 and 12-volt equipment includes Motor Analyzers, Distributor Testers and Regulator-Generator Servicers, as well as Battery Chargers.

CONVERT YOUR PRESENT EQUIPMENT
Modernization "Packages" are available for present owners of Allen Equipment at a surprisingly low exchange cost.



ALLEN ELECTRIC AND EQUIPMENT CO.
KALAMAZOO, MICHIGAN



**FARM AND HOME
CHARGER**

MODEL F-44 — 6 Volts, 4 Amps.
You can sell many of these overnight chargers to car, truck and tractor owners.

ALLEN ELECTRIC & EQUIPMENT CO.
1712N. Pitcher St., Kalamazoo, Mich.

Please send me the free illustrated folder giving complete information on the new 6 and 12-volt equipment.

Name

Address

City State

TO THE TOP

© A STRANGLER PUBLISHING
P. O. STRANGLER PUBLISHING

CABLE ADDRESS
"CHAMPION"

CHAMPION SPARK PLUG COMPANY

FELTHAM ENGLAND PARIS FRANCE WINDSOR CANADA

TOLEDO 1, OHIO, U.S.A.

December 1st, 1952

Dear Champion Dealer:

Our best wishes to you and yours this holiday season. This year was the best in history for thousands of Champion dealers and it should continue good. Vehicle registrations continue to climb -- they're up 50% over 1941, whereas service outlets have not kept pace -- only 7% more. So there's more potential business for everybody if we go after it.

Advertising-wise, we have more successes to talk about than ever. Champion-equipped cars won just about everything in sight from stock and sports cars clear through the big car events here and all over Europe.

Take a look at some of our headlines on the opposite page! Nobody but Champion can come up with stuff like this and it's wonderful for getting customers thinking about plugs. Talk up these Champion victories and get that cash register ringing louder than ever this coming year.

Again let me extend Champion's best wishes for a very Merry Christmas and a Happy and Prosperous New Year.

Sincerely,

Jim L

P.S.: Suggest you keep your eye peeled for our latest National ad, telling how Champion-equipped cars, mostly Ferraris, won every European Grand Prix race in 1952. It's a great story. Show it to your customers!



DEALERS *IN THE NATION*

"Workhorse Engines of the Nation's Largest Airfreight Line Depend on Champions."

"Belanger 99...1951's Winningest Car Used Champions Exclusively."

"Brilliant Italian Race Car Manufacturer Pays Tribute to Champions!"

"For the Sweetest Running Engine this Side of Heaven—Use Champions!" Guy Lombardo

"Builder of the Sensational Cunningham Selects Champions for America's Top Sports Car!"

"When You Ride the Airlines, You Ride with Dependable Champion Spark Plugs!"

"Champion Spark Plugs Score 22nd Victory in Indianapolis 500!"

"World's Most Exclusive Club Adds 12 New Members!"
Champion 100 MPH Club

"Spark Plugs that Perform Like This—178.497 M.P.H. on Water—Will Make Your Car Perform Better!"

"Hudson Hornet Scores Sweeping Stock Car Successes Using Champion Spark Plugs!"

"I Build Racing's Top Engine. Here's Why I Recommend Champions."—Louis Meyer

AMERICA'S FAVORITE
CHAMPION
SPARK PLUGS



for whiter
WHITES



USE
ADVANCE CENTURY
#555 WHITE
SIDEWALL CLEANER

**"Cleans 4 tires in 5 minutes
or your money back!"**

Advance 555 White Sidewall Cleaner protects "Whitewalls" and makes them look like new. Easy to work with—a little inexpensive "extra" that brings them back for more and other service.

Available in quarts, gallons or 55 gallon drums.



for brilliant
BLACKS



USE
ADVANCE CENTURY
#141 TIRE SHEEN

**"Gives a Smooth New Tire Look —
that won't wash off or turn brown."**

Advance 141 Tire Sheen protects the tire, costs little, easy to use and brings 'em back for more and other service.

Available in quarts, gallons or 55 gallon drums.

MR. JOBBER! Here's a complete line of station-tested products with fast turnover, trade acceptance and ready, steady profits for YOU.

- | | |
|-----------------------------|-------------------------|
| #555 White Sidewall Cleaner | #777 White Tire Paint |
| #141 Tire Sheen | #444 Dual Cleaner |
| #400 Rubber Renewer | #353 Insect Remover |
| #664 Rubber Wax | #761 Car Foam |
| #999 Mat Magic | #500 Upholstery Cleaner |
| #666 Neutral Wax | |

ALL Advance Century Products sold on money-back guarantee.

**WRITE, WIRE
OR PHONE**

ADVANCE CENTURY MFG. CO.

**P. O. BOX 781
GREENVILLE, S. C.**

15 MILLION TRICO WINDSHIELD WASHERS need anti-freeze, too

TRICO All-Season Solvent is a REPEAT
seller winter AND summer

Trico Solvent prevents
Windshield Washer jar breakage in
winter — but, even more important, it improves
vision and eliminates eye strain the year round by removing
oily roadsplash, grime and dust.

Order counter-display cartons of six bottles
from your Jobber **NOW!**



"Keep these little
SQUIRTS working
Winter and
Summer"

- Developed to provide better vision
- Eliminate Eye Strain
- Prevents jar breakage in Winter



NOW!

● With the new Trico
Windshield Washer In-
stallation Kits, you can
fit any one of 61 differ-
ent car models from a
stock of only four kits.

You make *double* profit
... one profit on the
Washer and another on
the installation ... for
these custom-built kits
can be installed easily and quickly.
In most instances, *no* drilling is
necessary; only a wrench and screwdriver needed
for the job.

15 million television screens ... and millions of
satisfied users ... advertise the famous "Two Little
Squirts." Now you can cash in on this demand with
these new "quick-on-the car" kits.



TRICO PRODUCTS CORPORATION, BUFFALO, N. Y.

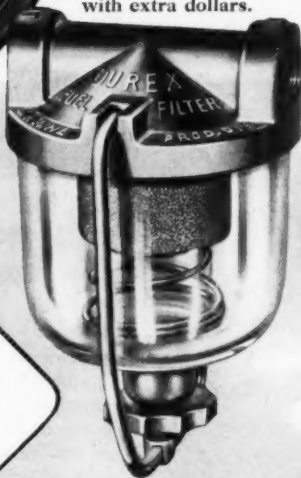
A LITTLE STOCK MAKES LOTS OF SALES

MORAINE Gasline Filters

It doesn't take much to sell a lot of Moraine gasoline filters and gain some mighty pleased customers. Just a little shelf space will hold a stock of filters that will really pay their way. Every car needs a Moraine filter . . . every one of your customers is a prospect for the filter that keeps harmful dirt, water, lint and scale out of the carburetor. They're priced to sell . . . they're easy to install (required fittings included) and simple to service. Order a supply from your United Motors distributor and start to line your pockets with extra dollars.



**Moraine All Metal
Gasoline Filter**



**Moraine Durex Deluxe
Gasoline Filter**

**MORAINE
PRODUCTS**

DIVISION OF
GENERAL MOTORS
DAYTON, OHIO



A UNITED MOTORS LINE
Available Everywhere Through
UNITED MOTORS DISTRIBUTORS

There are DELCO LINED BRAKE SHOES
for every SECOND car on the road.

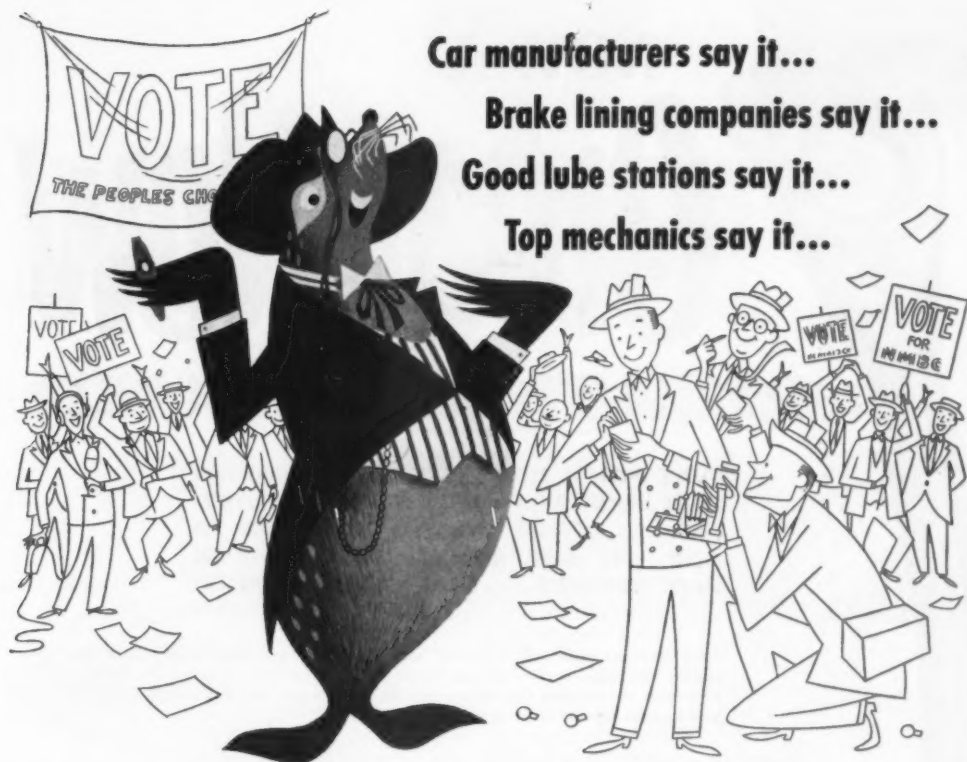
Sets of Delco Lined Brake Shoes are made for GM cars and light trucks—so every other car you see is a prospect for the brake shoes that are dimensionally accurate, fitted with the original-equipment lining.

You can SELL and PLEASE
every brake customer with
DELCO BRAKE FLUID.

Two Delco brake fluids—Super 9 and Super 11 Heavy-Duty—will fill the needs of all your customers for high-quality brake fluid that meets all SAE standards.

Order from your United Motors distributor—packed in 8-ounce bottles to 54-gallon drums.





Car manufacturers say it...

Brake lining companies say it...

Good lube stations say it...

Top mechanics say it...

**"Whenever you take out an oil seal,
always replace it with a new one..."**

With National service stocks, you have the right seals when, where you need them. Cabinet comes with the deal, jobber keeps stock up. Stocks "tailored" for different needs. Ask your jobber, today!

Service stocks to fit your needs



#5512 For lube stations. 58
cougar front wheel seals

#5511 For garages. 114 fast-
moving front, rear seals



Support this
industry wide
program

...and be sure the new seal is a National!
Particularly on brake re-lines—where you've got to keep grease and dirt off those linings. New seals are the only way to be sure you're giving new linings real protection. Plus which every set of seals means more profit at no more work. So whether you're repairing a big van, a new two-door, or a tired taxi, play safe and replace with new Nationals—every time!

NATIONAL MOTOR BEARING CO., INC.

General Offices: Redwood City, Calif. Plants: Redwood City, Calif.; Van Wert, Ohio

2385

NATIONAL
OIL AND GREASE
SEALS

Approved original equipment for all cars, trucks,
buses and tractors.

NOW A

Great New

PACKARD BATTERY CABLE

BUILT WITH A NEW INSULATING COMPOUND THAT LENGTHENS LIFE, REDUCES FIRE HAZARD . . . OFFERS GREATER RESISTANCE TO ACID, OIL AND GREASE. NO CHANGE IN PART NUMBERS . . . NO INCREASE IN PRICE!

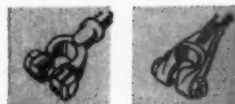
From "battery cable headquarters" comes the greatest advancement in battery cable construction in 40 years—a Packard battery cable built with a revolutionary new type of insulation that offers definite advantages over the old rubber-braid-and-lacquer construction, but at no increase in price!

PACKARD MEANS QUALITY

The new insulation—"compound 809"—virtually eliminates fire hazard because it will not support combustion. It offers greater resistance to acid fumes, oil, grease, moisture and abrasion. It cannot fray out, as braided covers sometimes do; it presents a better appearance; it gives double the useful life of inferior insulations.

CHOICE OF TERMINALS

The Packard policy of supplying two types of battery cable terminals will continue. Purchasers of the new cables made with Compound 809 will have their choice of Packard leaded-brass terminals or Packard LeadAlloy terminals—at no change in price.



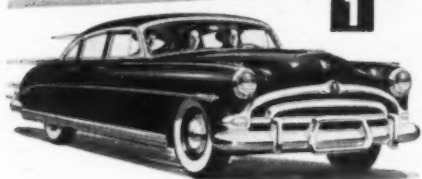
Batteries will function better, longer—vehicles will operate with lower maintenance and repair costs—when the new Packard battery cables are installed.

Packard
REG. U.S. PAT. OFF.
TRADE MARK

Packard Electric Division, General Motors Corporation
Warren, Ohio

FOREMOST BUILDER OF AUTOMOTIVE AND AVIATION WIRING

STEP INTO A WIDER MARKET WITH HUDSON!



**HUDSON ... first in performance, safety and durability
sets the style for 1953 with
the fabulous new HUDSON HORNET,
the spectacular new HUDSON WASP**

The 1953 Hudsons have new, lower-look styling. They are all in exciting new colors, have luxurious new interiors. This series provides the fabulous Hudson Hornet in the upper-medium-price field, the spectacular new Hudson Super Wasp and Wasp in the medium-price field. And there's more!



TAP THIS HUGE MARKET! A new, low-priced Hudson is coming, with performance that can be compared only to the fabulous Hudson Hornet. With this addition to Hudson's present line, Hudson dealers will enjoy a 94% coverage of the entire American new-car market. This is a chance of a lifetime for alert dealers!

3 PUBLIC INTEREST KEEN! A car-conscious public is awaiting the first viewing of the new, low-priced Hudson at dealers' showrooms. That interest in Hudson's forthcoming new car is being built up daily by news published in magazines and newspapers throughout the country. You can cash in on this market!



4 OPPORTUNITY IS KNOCKING RIGHT NOW! You can profit with this great new car and the other outstanding Hudson series, starring the fabulous Hudson Hornet. A few choice dealer franchises are available . . . if you hurry! For confidential information on the Hudson franchise and advance details on the new, low-priced wonder car, send in this coupon today!

**C. A. J. Hadley, Sales Manager
Hudson Motor Car Company
Detroit 14, Michigan**

Send me complete information on the Hudson dealer franchise and advance details on the new wonder car. I understand that all such information is to be confidential.

Name _____

Address _____

City & State _____

Business _____

Position _____

**modern brakes
need
heavy duty
fluid
for
safe stops**



High speeds, heavy traffic and modern transmissions put *heavy loads* on passenger car brake systems . . . resulting in much higher brake temperatures. Today, safe driving demands the greater protection of *heavy duty* brake fluid and the majority of automotive engineers now recommend it.

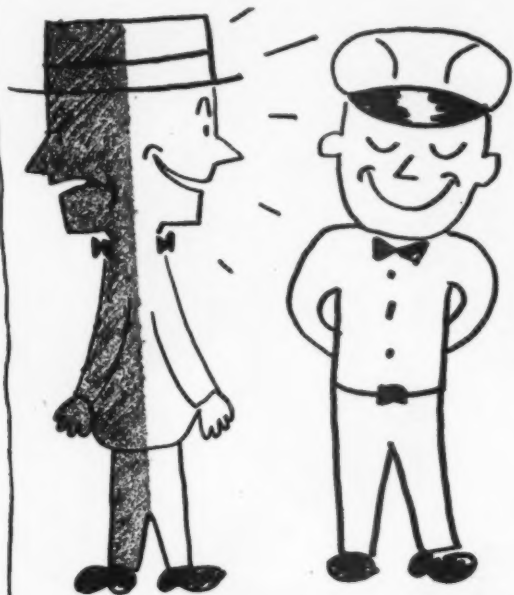
Thermoid Heavy Duty Brake Fluid is most dependable and meets or exceeds rigid SAE specifications. It will not "boil off" or become vapor-bound in the hottest weather. It will not become stiff and sluggish in extreme cold. Thermoid HD Fluid operates dependably from 60° below zero to 300° above. It will not swell rubber cups. It contains a higher percentage of lubricant and is fortified with corrosion inhibitors to protect metal parts. Mixes with all recognized quality fluids.

So, be safe . . . be sure . . . always recommend and sell Thermoid Heavy Duty Brake Fluid for passenger cars and trucks.

Thermoid

Thermoid Company • Trenton, New Jersey

the standard of precision
processing in brake lining,
brake blocks, hydraulic fluid,
cylinder assemblies, hydraulic
brake parts.



Want to stay on
the good side
of customers?

You'll bask in the beam of customer approval if they know you use the best replacement parts. So when you install a tapered roller bearing, be sure you point out the trade-mark "Timken®". To motorists, it means top quality and dependability.

Just tell 'em it's "TIMKEN®"



TIMKEN bearings are the first choice of most leading car manufacturers for original equipment. Here are four good reasons why: 1) advanced design, 2) special analysis Timken steel, 3) precision manufacture, 4) rigid quality control. That's why it will pay you to make sure that every tapered roller bearing you use for replacement is stamped with the trade-mark "Timken".

VALUABLE FREE BOOKLET! Send today for your copy of "Timken Tapered Roller Bearings—Their Care and Maintenance" to Dept. JAS-12, The Timken Roller Bearing Company, Canton 6, Ohio. Cable address: "TIMROSCO".

TIMKEN TRADE-MARK REG. U. S. PAT. OFF. **TAPERED
ROLLER
BEARINGS**

NOT JUST A BALL NOT JUST A ROLLER THE TIMKEN TAPERED ROLLER BEARING TAKES RADIAL AND THRUST LOADS OR ANY COMBINATION



"HYGRADE MAKES MY JOB EASIER"

It's the Service Manager's rugged job to see that the work goes out on time, and that it's done right. That's why Pat Lezzi, "S.M." at a big shop in Troy, N. Y., was pleased as punch when he was introduced to HYGRADE — a line he can really depend on, a line that makes his men's work easier and quicker, a line that won't kick back.

According to Pat, HYGRADE carb kits, for instance, have knocked a full twenty minutes off the time it takes to rebuild a Chevy carburetor,

and the job's done right, to boot. As for HYGRADE fuel pumps — well, there just *aren't* any that perform better or last longer.

So whether you're a service manager at a big shop or run your own one man outfit, why not take a tip from Pat Lezzi and give HYGRADE a try? HYGRADE's carburetor kits, fuel pumps and kits, fuel filters, and speedometer cables and casings are used by shops around the world. For info, write HYGRADE PRODUCTS DIVISION, 37-18 Northern Blvd., Long Island City 1, N. Y.

HYGRADE FUEL PUMPS & KITS • CARBURETOR KITS



FUEL FILTERS • SPEEDOMETER CABLES & CASINGS



FACTS

to tell your customers

FACT 1 Heavy duty motor oil is now being used at car manufacturers' plants . . . on their proving grounds . . . in their factory drive-aways.

FACT 2 Many new car manuals now specify heavy duty motor oil.

FACT 3 Custom-Made HAVOLINE is a heavy duty (high detergent) motor oil . . . even exceeds heavy duty requirements.

FACT 4 Custom-Made HAVOLINE has proved itself a preventive of sticky valves, gummy deposits, etc.



Even meets military standards for heavy duty engine oils used in tanks, trucks and transports.

—best for new cars—best for any car and a cold-weather customer builder!

WINTER can be tough on engines. Custom-Made HAVOLINE protects against short runs, long parking and low temperatures — combats improper warm-ups, condensation, sludge, rust and oxidation. So this winter give your customers the extra protection of this famous heavy duty, high detergent motor oil. And — to prevent sticky valves, gummy deposits, varnish, etc. resulting from the closer tolerances of the new engines — keep your customers' crankcases filled with Custom-Made HAVOLINE.

HAVOLINE advertising means business!

For more than 45 years HAVOLINE has been a leading motor oil — advertised continuously. Today HAVOLINE advertising, in national magazines, on TV — Texaco Star Theater starring Milton Berle, is reaching millions of motorists. More all the time are learning that HAVOLINE is the best motor oil their money can buy!

The Texas Company



America's No. 1 Brake Fluid



WAGNER LOCKHEED....
first in sales...first in acceptance

You're sure you are selling the *best*—when you supply Wagner Lockheed Hydraulic Brake Fluid. It has been the "Standard of Quality" for 28 years—ever since the introduction of hydraulic brakes.

Wagner Lockheed is an all-season fluid *chemically balanced* for maximum efficiency under all normal driving conditions. It does not corrode or rust the system, does not cause the hose, boots or cups to swell, does not form gummy residue, and does not evaporate rapidly.

Wagner Lockheed Hydraulic Brake Fluid is a safe, dependable fluid that you can use and recommend with *full* confidence. Available in 12 oz., quart, gallon, 5 gallon, 30 gallon and 54 gallon containers.

For details on all Wagner brake service products, see your Wagner jobber—or write us for a free copy of valuable Catalog AU-500... You can depend upon Wagner quality because Wagner products are used as original equipment by automobile, truck and trailer manufacturers.



Wagner Electric Corporation
6362 Plymouth Ave., St. Louis 14, Mo.
(Branches in principal cities in U. S. and in Canada)



Wagner ...the best known
name in brake service

LOCKHEED HYDRAULIC BRAKE PARTS and FLUID • Hoses • COTTON BRAKE LINES • AIR BRAKES
TACHOMETERS • ELECTRIC MOTORS • TRANSFORMERS • INDUSTRIAL CHAIR BRIDE SEAT

• REFILL
• REPLACE
• RELINE
with genuine
Wagner Products

"Now, I just watch the Fords roll in!"

Ever since I hung this Ford Parts sign the Fords
have really been coming into my shop



HERE'S WHY:

Through the years, Ford owners have come to know that the Genuine Ford Parts oval is a sign of good service. It stands to reason that a man who takes the trouble to stock the *right* Parts . . . will do a better job on their Fords. And now, a hard-hitting Genuine Ford Parts campaign in LIFE, is doing an excellent job of giving them *more* reasons why they should look for this sign.

Here's how to get it:

Mail in this coupon *now!* We'll send you full information on how you can obtain this sign for your service station—at no cost to you.

SOUTHERN AUTOMOTIVE JOURNAL for DECEMBER, 1952



MAIL THIS COUPON NOW!

PARTS AND SERVICE SALES DEPARTMENT

Ford Division, Ford Motor Company, Box 658, Dearborn, Mich.

Please send me complete information telling me how independent garages can get a Genuine Ford Parts sign. I'd like to cash in on this, too!

FIRM NAME _____

INDIVIDUAL'S NAME _____

ADDRESS _____

CITY _____ STATE _____

Now Ready--Newly Improved!

R-M SUPER FLASH-SAND

*Autobody
Primer-Surfacer*



R-M Super Flash-Sand is available in Red, Light Gray or Dark Gray.

- 1 Excellent workability and fast drying helps keep refinishing operations moving.
- 2 Only light, easy sanding required. (Many experienced refinishing men are referring to this amazing undercoat as the "Lazy man's primer surfacer.")
- 3 The excellent filling and holdout of R-M Super Flash-Sand keeps final coats on the surface where they belong. A full, glossy finish is assured.
- 4 Reduces two parts of thinner to one part of Flash-Sand. Ask your R-M jobber.

RINSHED-MASON Co.

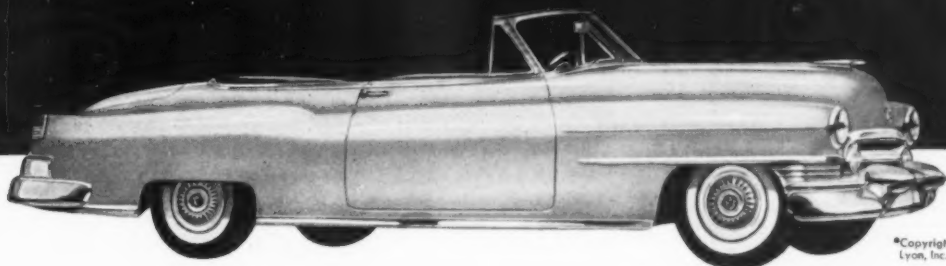
5935 MILFORD AVE., DETROIT 10, MICH.
1244 N. LEMON ST., ANAHEIM, CALIF.
In Canada: Standard Paint & Varnish Co., Ltd., Windsor, Ont.



Manufacturers of passenger and commercial car lacquers, enamels, primers, surfacers, tinting colors, thinners, removers, rubbing compounds, etc.

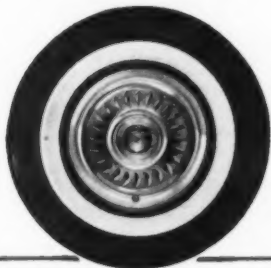
Lyon

STAINLESS STEEL
AERODISK*
WHEEL COVERS



*Copyright,
Lyon, Inc.

THEY'RE NEW • THEY'RE SPECTACULAR • THEY'RE FUNCTIONAL



Here is the newest and smartest wheel accessory on the market. Striking appearance when the car is standing and sparkling beauty when the wheels are in motion.

LIST

\$18²⁵

SET OF FOUR

Slightly Higher West of the Rockies. Fair traded in all states where such agreements are permitted.

AERODISKS are a substantial profit item for any garage, service station or accessory dealer. These covers take little room to stock, are easy to display, and the inventory cost is low. *AERODISKS* have been acclaimed by jobbers and dealers alike as a top-flight addition to any accessory program.

ORDER from your oil or tire jobber, or write us for the name of your nearest Lyon distributor.

**YOU'LL MAKE
EXTRA PROFITS WITH
AERODISKS**

QUALITY PRODUCT • EASY TO SELL • FULL PROFIT

Stainless steel construction makes *AERODISKS* light in weight, exceptionally strong and permanently beautiful.

AERODISKS can be easily displayed on any 15" tire and can be demonstrated on the customer's own car in a few seconds.

One type and size results in rapid turnover. The low price permits *AERODISKS* to be sold at list for maximum profits.

LYON INCORPORATED

13881 W. CHICAGO BOULEVARD • DETROIT 28, MICHIGAN

Jenny doesn't live here any more!



YES, in the modern coal mine there's no room for Jenny. Today her job is done by powerful electric locomotives capable of pulling 50 times the load Jenny used to haul to the mine surface.

As a matter of fact, in the modern mine even the traditional pick and shovel are as out-of-place as Jenny herself! More than 90% of bituminous coal is now mechanically cut, and over 70% is mechanically loaded. Result: more economical coal to light the way, fuel the fires, power the progress of America.

But, basically, what caused Jenny to disappear? What's behind American industry's ever-more efficient machines that turn out goods at lower cost—thus making them available to more people? One word tells the story—**COMPETITION.**

In the coal industry there are 5,000 privately managed coal companies competing with one another and all competing in the market with other fuels. When one coal company develops more efficient mining methods, the rest can keep pace only by striving to improve even further. No won-

der that with his modern machines, developed through competition, the American miner's daily output is 4 to 24 times that of any miner in Europe or Asia—most of whom work in government-controlled coal industries.

Just as competition spurs you on to trying harder—it's competition that goads the individual company to deliver products that will outsell others. And it's competition that keeps a whole industry on its toes, cutting distribution costs, opening up new outlets, and delivering better products.

Competition—not government control—has already made America the most productive nation on earth. Competition—not regimentation—points the way to ever greater plenty for all of us.

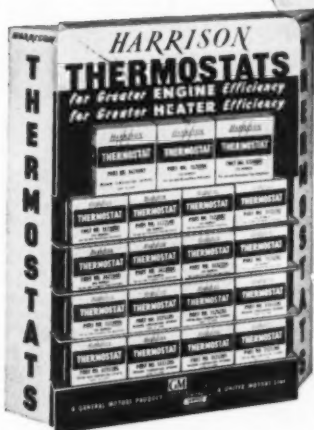
★ ★ ★

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THE COMPETITIVE SYSTEM DELIVERS THE MOST TO THE GREATEST NUMBER OF PEOPLE

IT'S EASY

TO GET STARTED WITH



HARRISON

THERMOSTATS

**EVERY CAR OWNER
A POTENTIAL CUSTOMER—**

Yes, every car owner is a potential customer because there is a Harrison thermostat for every car. The Harrison thermostat display assortment is designed to make it easy for you to get started in the profitable, year 'round thermostat business. It contains 19 Harrison thermostats that cover 90% of all popular applications. Complete application information is included.

IT'S EASY TO GET STARTED WITH ANY OF THESE UNITED MOTORS LINES

DELCO Batteries
AC Gauges, Speedometers
and Rebuilt Fuel Pumps
SAGINAW Jacks
MORaine Engine Bearings
DELCO Radio Parts
ROCHESTER Cigar Lighters
HYATT Roller Bearings
INLITE Brake Lining
HARRISON Heaters
GUIDE Lamps
DELCO Clocks
NEW DEPARTURE Ball Bearings
DELCO Shock Absorbers
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SOUTHERN SA JOURNAL

Covering Automotive Sales and Service

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Contents

How Much Government Shall We Hire?	42
More Space at Modest Cost	45
"Sax" Lloyd: How 1953 Looks As I See It	47
Sales Doubled in Two Years in New Building	48
Dividends from "Thank You" Letters	50
Pontiac Revamps Suspension	51
Garages Are Using This Plan of Financing	52
Building Truck Service with Parts Control	54
1953 Ford Cars Feature Improved Suspension	55
Coach Uses Springs of Air	64
GM's Power Steering	66
Servicing Doors	70
Wiring Diagram for 1953 Dodge Six	73
Wiring Diagram for 1953 Dodge V-8	74

DEPARTMENTS

News Spotlight	41	Along Federal Row	80
News Briefs	56	Shop Talk	84
Southern Jobbers	60	Nutbuster Letter	86
Specifications	76, 78	New Products	99
Time Savers	116		

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SPOTLIGHTING the NEWS

Shop volume high? Just how well did your service operation fare this year? Can you "point with pride" to a healthy increase over '51 which more than offset the higher cost of doing everything except breathing? Maybe the increase, if any, wasn't something to beat holes in your chest about. What are you going to do about it?

Smart operators can vouch for some certain ways of boosting the shop along the road to bigger business. Consider what General Manager J. L. Groome of Harry's Cadillac Pontiac Co., Asheville, N. C., reported to SAJ's editors. A "Free Brake Inspection" sign was placed where it was bound to catch the eye of service customers as they drove in. It was as simple as that, so what happened? Groome said that for weeks later the brake department was operating at full time. "A man wouldn't ask you to check his brakes unless he thought there was something wrong," he commented. "Seeing that sign often prompted customers to take advantage of the 'free' offer." Service Manager Howard Wolfe estimated that 75 per cent of the inspections showed a need for some kind of brake service.

A wrecker may be the one piece of equipment to which you haven't given enough attention. This Asheville dealership has. Listen to President Harry D. Blomberg, a dealer since the mid-twenties: "The man who has had a wreck may never see your place of business, but he'll see your wrecker. If you want to run a better chance of getting the wreck-repair job after it has been towed in, you had better send out a clean, modern wrecker which will impress the owner of the wrecked car. If the wrecker is a sorry sight, then the man will figure that your shop looks about that way, and you stand a good chance of not getting the job, even if you do tow it in." He opened for business in a service station (and now owns a chain of them) and since 1925 has operated two or more wreckers. "Fifty per cent of our body shop work has come to us directly as a result of having a wrecker," he said. "It's a perfect tie-in for a body shop."

Equipment in another form is getting attention over the South and Southwest. Last

month, within a period of 48 hours, SAJ's editors were advised of one type of equipment being bought simultaneously by jobbers in three different localities—a piece of equipment which they felt had definite possibilities in the automotive field which it was entering. It's a magnetic method of testing for fatigue fractures in metal parts, previously almost impossible without complete laboratory facilities.

A San Antonio wholesaler, C. H. Mountjoy of the Mountjoy Co., said: "Due to the increase in horsepower, high speeds and larger engines, parts have been subjected to greater and greater stresses. This has resulted in an increase in metal failures." A combination of high charge on the part and spraying of a wet stream of a special compound causes fine particles in solution in the compound to form in a line along any fracture. Thus is simplified the checking of crankshafts, connecting rods, valves, wrist-pins, camshafts and other moving parts. John Rogers of the John Rogers Co., Atlanta, and Jenkins Automotive Parts Service, Columbia, S. C., have just purchased these machines also.



Production of passenger cars may fall short of demand in 1953, but it's going to depend on if and how soon metals controls are removed by Uncle Sam. Industry leaders have been anticipating turning out 5,000,000 units. Some

forecasters have estimated the demand would be 5,500,000. Initial allocations of materials for the first quarter of '53 were disappointing, but manufacturers held high hopes for supplemental authorizations. Production for this year is expected to approximate 4,350,000 before the New Year's bells ring.

"Boss" Kettering, GM's great scientist, told the annual convention of the American Automobile Association recently that a crop grown on an acre of land would furnish enough fuel to run an automobile for three years. Experiments with crops are under way. Two and a half tons of inflammable carbon can be made available from each acre of the crop. "Boss" did not say how long it would be before a motorist could grow his own fuel, but research is continuing, he reported. Maybe one of these days we'll find a use for a discarded Christmas tree!

The official spokesman for America's businessmen asks



How Much Government

By **LAURENCE F. LEE**

*President
Chamber of Commerce of the United States*

IN PRESIDENTIAL years, our thinking frequently becomes entangled in the briar patch of emotion. Our thoughts are lured down rabbit trails by our likes or dislikes for competing candidates. Personalities dominate the political landscape.

Secondary issues assume a stature out of all proportion to their base significance. Primary issues are sometimes swept beneath the rug by the broom of generalities. Our hearts tend to monitor our heads.

But the election is over. We should be in the clear now to appraise the future with candor and dispassion. We have chosen a new President and a new Congress. But we did not settle the fundamental issue of our times.

The issue remains.

Broadly put, the issue is: Socialism or competitive capitalism?

The election in November could not resolve this issue. No one election could resolve this issue. No change in faces in Washington will frighten it away.

For good, in some cases, or for bad, in certain others, the federal government today is deeply enmeshed, if not permanently entrenched, in our economy. There are more civilians on the federal payroll today than the total population of the original 13 colonies in 1776.

It is often good to employ government as an agent for all the people in performance of chores beyond our individual or group

capacity. This practice is not new. It has a long record of success. Under the Homestead Acts of the 19th century, government, as an agent, served us all and served us well. This contributed to the vitality of our competitive capitalism which must expand to live.

It is always bad to hand government the power of decision that should rest with the free market. Price controls are a latter-day example. The bureaucracy in charge has substantially ignored profits as an incentive to produce, but approved wage and tax increases. It has contrived to force the manufacturer, supplier, distributor, and retailer to absorb these costs. It by-passed the simple economic truth that competition in the market place inspires production, at-

tracts the consumer, and keeps prices at levels that are fair to all. Price controls are among the favorite usages of socialism.

Most businessmen, by the very nature of their work, recognize the difference between government in the role of agent and government as a decision-maker. Give government too free a hand in the role of agent, and the traditional relationship of the people as master and government as servant can easily be reversed.

There is a definite peril point. This is not understood by millions of our people, and the apostles of socialism in America encourage this confusion in every way they can.

In the course of 20 years, we, as a people, have become vulnerable to the blandishments of socialism.

Nothing but a change in the attitude of many millions of Americans can insure us against a slow disintegration of our competitive capitalism as socialism inches its way into our economy, propelled by tireless missionaries.

Two generations have known nothing else but paternalistic government—the generation that came of age in the nineteen thirties and the generation that came of age this year. One generation remembers the bleak days of the depression and—with many and notable exceptions, of course—has been taught to believe that “Washington” pulled us back to prosperity. The other generation ac-

▶ This is the first article in a series by leading Americans written especially for *Southern Automotive Journal* and the other W. R. C. Smith publications.

▶ The next article, by Senator Harry F. Byrd, will appear in the January issue. It will deal with the problem of government spending.

▶ REPRINTS in quantity of this and succeeding articles will be furnished at cost. Up to five reprints will be furnished to any reader without charge.

Shall We Hire?

**No. 1 of a series on problems
of business and government**

cepts "big government" as a natural element in our society.

Regardless of how they may have voted in November or what prompted them to make their choice of candidates or party, both generations—again allowing for innumerable exceptions—are conditioned to accept a major role for government in the national economic drama.

Both political parties have been infiltrated by men who do not call themselves socialists, but who believe in socialism. They are aware that we will never buy socialism under that name at the ballot box, so they avoid the tag. They profess aversion to government ownership of industry. But they avidly crusade to make private ownership eventually impossible.

They hope to have a field day if we experience a post-mobilization readjustment period in our economy as presently seems likely. All the old socialistic sleepers will be trotted from the stables. There will be a loud, new hue and cry for federalized housing, federalized education, federalized medicine. The socializers will clamor for a new WPA, ten times the size of the 1933 model.

Old untruths about the usages of government will be repeated, and we will hear a host of new ones—all calculated to instill the idea that our economy cannot provide for its people without government at the steering wheel. If the people buy these falsehoods, no president and no congress can save

free enterprise.

It behooves the business community to anticipate the socializers. The socializers have an Achilles heel. Facts can hamstring them. But not unless these facts are diffused at the community level—and not unless the facts are couched in crystal clear language, easily grasped.

The businessman must constitute himself an individual center of initiative to knock down the untruths of socialism with the unadorned facts, but that is merely half his obligation. The other half consists of translating the facts into the language of his own Main Street. This kind of leadership is not simple, but it is a plain case of "lead or be led to liquidation."

LET US consider a few of the socializers' favorite untrue and misleading statements and balance the untrue with the fact:

1. *Untrue.* Federal government devices "cured" the depression of the nineteen thirties. Federal government "solved" the unemployment problem. Therefore, more government is a good thing.

Fact. In 1933, unemployment was estimated in excess of 11 million. Seven years and billions of tax dollars later, there were still about 8 million unemployed. Meanwhile, one government device



MR. LEE is president of the Peninsular Life Insurance Co., Jacksonville, Fla., and of the Occidental Life Insurance Co., Raleigh, N. C. For years a leading figure in the U. S. Chamber, he was elected president last May.

after another had thwarted the efforts of private industry to develop new markets, expand the industrial plant, and create new jobs. The benzedrine of war and remobilization stimulated our seemingly prosperous times.

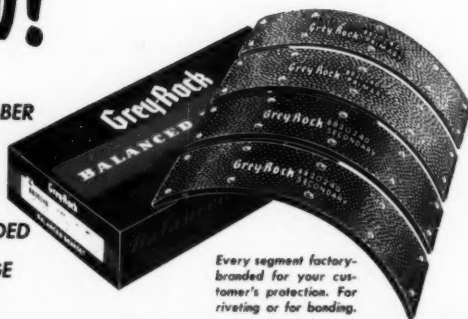
2. *Untrue.* The Federal Housing Administration has benefited many people, so we ought to have a full-scale, all-out federal-aid-to-housing setup.

Fact. An FHA mortgage involves no government money. Businessmen should not assume that every one knows this fact. A surprising number of people do not know that FHA is essentially a self-supporting mutual insurance fund covering private loans operated by the federal government only as agent. The income from the insurance charges paid as part of the regular payments is more than sufficient to meet all costs of administration as well as losses. FHA has helped to make the home mortgage a nationally negotiable instrument. This has facilitated the flow of home financing credit from areas of surplus to areas of

(Continued on page 124)

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THIS TEXAS DEALER SOLVED THE PROBLEM OF More Space at Modest Cost

A PERFECT solution to the problem of the new-car dealer who has outgrown his plant has been evolved, according to Fred C. Rollins of El Paso, Texas, and he submits his version of the solution for the use of dealers suffering from growing pains.

Rollins, a Lincoln-Mercury dealer, ran out of room for expansion and the necessary functions of a dealership as, he says, all dealers do sooner or later.

He bought a piece of property two miles from the original dealership. There he erected what he designates as a "production unit," a pre-fab type of building, 65 by 240 feet. Costs have gone up since then, but even so, this "production unit" can be duplicated today for six dollars a square foot, Rollins contends, and that includes permanent facilities, such as a specially-treated, grease-resistant concrete floor and electric wiring.

"It is the perfect answer to the problem which will always beset dealers, sooner or later," Rollins contends.

"My father was in the new-car business before me. He always told me that an automobile dealer was forever running out of room in which to grow. And he warned me against building what he called a

A production unit like this can be built for about \$6 a square foot.

By Baron Creager
Southwestern Editor

'shrine' and weakening my financial structure thereby. What he meant was that I should not build a huge, costly plant, just for the prestige involved.

"I never forgot that advice and it was instrumental in incubating my idea for the production unit. To this building we have moved many activities of the dealership."

In this production unit are centralized all new-car make-ready, all used-car reconditioning, all body repair. One trimmer is kept busy in the production unit where, also, are the undercoating department, used-car polishing, radio and speedometer repair department, steam cleaning and washing and two lube racks.

"All sheet metal parts are stored there, too," Rollins points out. "The whole operation is under supervision of what we call a pro-

duction foreman. He could hardly be a service manager, for his duties are too varied.

"Twenty-five people work here, there are 25 productive stalls and six of the stalls are provided with exhaust facilities.

"Except for display purposes, we hardly ever see a new car at the main plant. New cars are unloaded and go direct to the production unit, from which they are delivered.

"We have a separate establishment for used-car sales. In fact, there are three units in this operation, one each for new cars, used cars and general production. But the used-car unit makes no attempt to handle used-car conditioning, this being done entirely by the production unit.

"This production unit has solved our problem, without excessive cost. I recommend it as the perfect answer, for a production unit, removed from the dealership proper, that seems to have one outstanding economic advantage. If business should go sour, I could retrench, without being very obvious about it, by closing down the production unit. It is not generally known that the production unit is part of the Rollins Motor Co."

Before Rollins built his produc-



Used cars are displayed inside at Rollins' as befits new cars.

tion unit, coincidence made it possible for him to create an exclusive used-car unit and realize his desire to give interior "jewelry-store display" to the high-quality used cars taken in trade.

A block from the main unit of the dealership, a brick building was internally destroyed by fire. Rollins had been investigating other locations as possible solutions of his used-car location problem. After the fire he learned that the business occupying the building had been wiped out, that the property was for sale. He bought and rebuilt.

The result is a structure with 120 feet of front, mostly plate glass, 150 feet of depth, on a lot 120 feet front by 260 deep. This leaves a storage lot, 120 by 110. And one cut-away corner permits

limited outside display, considered so essential by used-car operators. Inside, the display space, on two levels, permits showroom-type parking for 22 used cars.

"This also solves some problems," Rollins stipulated.

"For one thing, I was never happy with the idea of displaying fine used cars, of quality and character such as we take in, out in the open. Used cars such as ours, completely reconditioned in every respect, deserve the best display. So we installed lighting that gives these used cars what I call 'jewelry-store display.'

"An exclusive used-car unit gives us much better control over used cars. The only time a used car goes out is for a definite demonstration, as we don't loan used cars to customers. This elimi-

nates the high mileage that often builds up on a used car while in stock. And the second and third reconditioning is a thing of the past with us."

Rollins called attention to the fact that only the front two-thirds of the building is used for display and storage, that the corner cut-out permits him to capitalize from the "draw" of outside display, and that his used cars, when reconditioned, are equipped with prime rubber.

The Rollins Motor Co., with parts sales in excess of \$40,000 a month at retail, is second among principal cities in Lincoln-Mercury parts sales and 17th among all metropolitan dealers.

It has been pointed out repeatedly by alert dealers at their conventions in the South and Southwest that the competitive selling job lying ahead—maybe by mid-1953 or earlier—will demand that the overhead dollar be watched closer than in many years, so far as many dealers are concerned.

One way to hold down this expense dollar is to make certain that every building does its job of costing a minimum while permitting a maximum of service and sales volume to go on within its confines.

Some frankly-speaking factory sales chiefs have pointed out this fact to conventions in the South in the last few years.

One general sales manager even went so far as to say that he had visited one of his dealer's formal opening of a handsome new building and remarked that he had told the dealer he trusted the structure would not prove to be a monument to his failure to watch dollars spent on construction.

This is the used-car department, exterior view, at Rollins'. Note treatment as if new cars.



"Sax" Lloyd Tells How '53 Looks As I See It

By J. Saxton Lloyd

President, National Automobile Dealers Association



THERE is no reason why the automobile business generally should not be good in 1953. But the competition, I believe, will be just a little less than fierce.

The stepped-up armaments program assures that industry and business will move along at a brisk clip through next year, at least. And from the looks of things, it could maintain this high level for unnumbered years to come.

The greatest problems which will face dealers during 1953 will occur in the last six months of the year, in my opinion. This is evidenced if by no other factor than the record of the past several years. Our biggest problems seem to arise after the mid-year point is reached.

What are some of the problems that loom dead ahead of us?

One of the biggest seems to be this:

If the automobile production estimates are attained, I believe dealers will be hard-pressed to sell

their cars at a profit. Then, too, I feel that the used-car business in 1953 will be far more competitive than we have observed it at any time since World War II. And I believe that the relationship between new and used cars will reach a level more nearly approaching the pre-war ratio.

Furthermore, the new year will offer one of the most pointed challenges of this era to the new-car and -truck dealer. He must exercise a high degree of skill in managing his business. It is difficult for me to believe that the "absentee" dealer will be able to stand up against a competitor who's on the job—figuratively and literally—every day.

Like all businessmen, the automobile retailer will presumably be doing business in a changed governmental climate. Under these circumstances, it is to be hoped that business generally will have a program for prosperity based upon private enterprise which will prove once and for all that we are

not dependent upon paternalistic props.

The development of this nation's economy has virtually eliminated a majority of "hometown" commercial enterprises. The automobile dealer is the last independent merchant doing a volume of business comparable to that of the largest stores and other commercial establishments in his community.

This makes him a real representative of "small business," tremendously important in his community's affairs. No community in America would be as well off without its automobile dealers.

So—entering one of their most competitive years—dealers fall into two categories.

The dealer who survives the approaching competitive battle will do whatever is necessary to obtain high fixed coverage of his expenses. He must give special attention to his service and parts departments, making sure that no profit opportunities are overlooked.

If he fails in this responsibility, then he will be the prey of "shoe-string operators" who are of no credit either to our industry nor the manufacturers they represent.

I am firmly convinced that the dealer who has a high fixed expense and low fixed coverage will be a certain mortality in the year of 1953.

It seems to me that dealers nationally have done a better job during the last year than ever be-

Continued on page 82)

At 44, "Sax" Lloyd is one of the best-known automobile dealers in the country. A native of Savannah, Ga., he began his career in the service department of the Buick agency at Daytona Beach, Fla. He was secretary-treasurer of Daytona Motor Co. when it was organized in 1930 and became owner in 1938. In the first eight months of his NADA presidency, he traveled 50,000 miles, spoke to scores of meetings, took a leading part in the fight against Regulation W and spoke out for better highways.

Sales Doubled in Two Years in New Building

By Ross L. Holman

THIS building is the culmination of a 35-year dream," said O. L. Kirk as he looked over the conveniences included in the structure that now houses Kirk's Auto Electric, Inc., Bowling Green, Ky.

His present building has enough square footage and labor-saving equipment so that he and his mechanics can turn out the jobs with less elbow grease and with more elbow room. In the smaller building he occupied until two years ago, mechanics often got in each other's way because of crowded conditions.

The new equipment, gadgets and the size of the operation resulted from the lessons learned in 35 years of repairing cars.

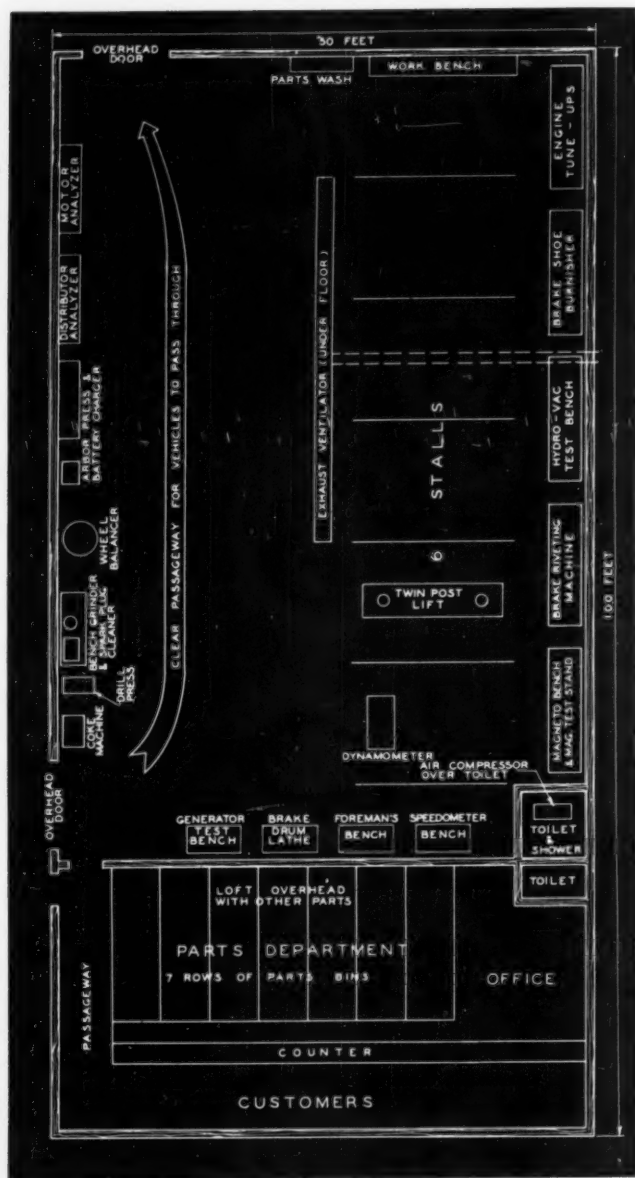
The 100' by 50' structure is arranged so vehicles can drive in one door and out the other without backing, turning or maneuvering in such close quarters that there is danger of bumping into something. There is enough room to keep the pass-through aisle clear.

Overhead doors at the entrance and exit are 13', 8" high to accommodate trucks as well as cars.

In addition to enough room on the inside, there is ample parking space outside the building, which faces a main highway on the outskirts of Bowling Green. The lot runs all the way through to the next street so vehicles can park all around the building on four sides.

"Since moving into this new location about two years ago, I have doubled my volume," Kirk said. "I have more room for labor-saving machines and the proper space to place them for easy accessibility." His garage service includes brakes of all types, engine work and electrical work. There are machines to handle all phases of this work.

Among the equipment is a twin-post lift. He didn't have one at the former location and its installation saves him 25 per cent on labor, he estimates. There is also a chain block that works all the way



This building plan represents the culmination of a 35-year dream for its Kentucky owner. In the former building, mechanics got in each other's way because of crowded conditions. The additional space made it possible to install more labor-saving equipment, lined up against the walls. An exhaust ventilator is under floor. Traffic flows by entering side front door and going out back door.

across the shop on a front beam.

Near the entrance is a dynamometer to give inside road tests on cars at simulated road speeds and to save time in such check-ups.

Under the floor is an exhaust ventilator that rids the garage of fumes that would slow down operation, if allowed to remain in the shop.

Most of the servicing equipment is lined against the walls. This relieves a lot of congestion in the center and gives enough room for the free movement of cars to and from the stalls.

There are six stalls serviced by five mechanics, with enough additional floor space to park four more cars without blocking the pass-through driveway from entrance to exit.

Each of the six stalls leads into one of the servicing machines lining the way. The car that needs a certain machine is placed in that stall.

A look at the arrangement of the equipment around the walls gives a better idea of how Kirk used the available space—how he has installed so much equipment and yet left enough space for his mechanics to work without jostling one another for room.

Every modern labor-saving machine for which a garage operator can find room cuts down on labor cost, the highest operational cost of any garage. If a machine permits three men to do the work four could do without the machine, then those three and the shop owner will make more, if they are working on a percentage-of-labor plan.

**Presenting another example in the series
of garage buildings tested for their worth.**

"One reason we have doubled our volume in this new building," said Kirk, "is because our customers, after seeing the set-up, know we can handle more work than we could take care of in the old location and handle it more rapidly and efficiently."

"We are now getting all the work we can do and our mechanics are busy all day long. In the old building, where we were doing only half our present volume, we had quite a bit of idle time because many car owners knew we couldn't handle their work as efficiently as a better-equipped shop."

One improvement that enables his personnel to perform at top efficiency is the installation of overhead gas heaters and coolers. He has one of these units at the front end of the shop and another at the rear. They keep the shop comfortably warm in winter and pleasantly cool in summer.

Every garage owner knows how work slows down when mechanics are sweltering or shivering because of the weather. During the heat wave last summer, when outside temperatures ran from 94° to 105°, the temperature in Kirk's shop rarely rose above 75°. Naturally, any garage operator who

can provide such comfortable working conditions can hire the most efficient mechanics.

The shop has a more abundant use of daylight and there are two rows of lights from front to rear.

The temperature controls and the lighting provide not only better working conditions for mechanics but an attraction for customers as well.

Another feature that impresses every customer driving over the threshold is the cleanliness of the shop. This has a special appeal for lady motorists.

The shop occupies about two-thirds of the building, with the third that is toward the front containing the office and parts section. Keeping an ample supply of parts is another practice that speeds mechanical work.

A window opens from the parts section into the shop so any needed part can be handed to a mechanic who calls for it. The parts section has an overhead loft for additional storage.

Besides keeping parts for his own use, Kirk is service distributor for several lines in his area.

Clarence Kirk, the owner's son, now handles a lot of the responsibility in his dual capacity of secretary and shop foreman.

Use of space, as well as the amount of space, is an important feature of this Kentucky building.



November 27, 1952.

Mr. Joe G. Burns
20 Country Club Hills
Tuscaloosa, Alabama

Dear Mr. Burns:

We want to take this opportunity of expressing to you our sincere appreciation for the business you have given us. In your wise choice of a new 1952 Buick, you are now the proud owner of AMERICA'S FINEST MOTOR CAR.

We urge you at all times to make LEIGH BUICK, INC., headquarters for your automotive needs.

Again, we are glad to include you among our many satisfied Buick owners and wish to thank you for having dealt with us.

Yours sincerely,

LEIGH BUICK, INC.,

Robert T. Leigh
Robert T. Leigh
President

RTL:dr

Henry Jones
Salesman

November 26, 1952.

Mr. Calvin H. Brown
1527-23rd Avenue
Tuscaloosa, Alabama

Dear Mr. Brown:

We want to take this opportunity of expressing to you our sincere appreciation for the business you have given us.

We sincerely hope that your purchase of one of our "Better Used Cars" will give you many miles of trouble free motoring.

We urge you at all times to make LEIGH BUICK, INC., headquarters for your automotive needs.

Again, we are glad to include you among our many satisfied customers and wish to thank you for having dealt with us.

Yours sincerely,

LEIGH BUICK, INC.,

Robert T. Leigh
Robert T. Leigh
President

RTL:dr

Tom Allen
Salesman

DIVIDENDS FROM "Thank You" Letters

RESULTS from simply-written letters of thanks have easily justified their continuance as a means of maintaining friendly relations between car purchasers and Leigh Buick, Inc., Tuscaloosa, Ala.

Said President Robert T. Leigh of these individually-typed letters (samples at left):

"One man said he had bought seven new cars and this was the first time he had received a letter of appreciation from a dealer.

"A couple of used-car buyers came in and said they appreciated the letter.

"One University of Alabama student said he appreciated the letter on his used-car purchase and told me 'Since the war, dealers have forgotten about things like this.'

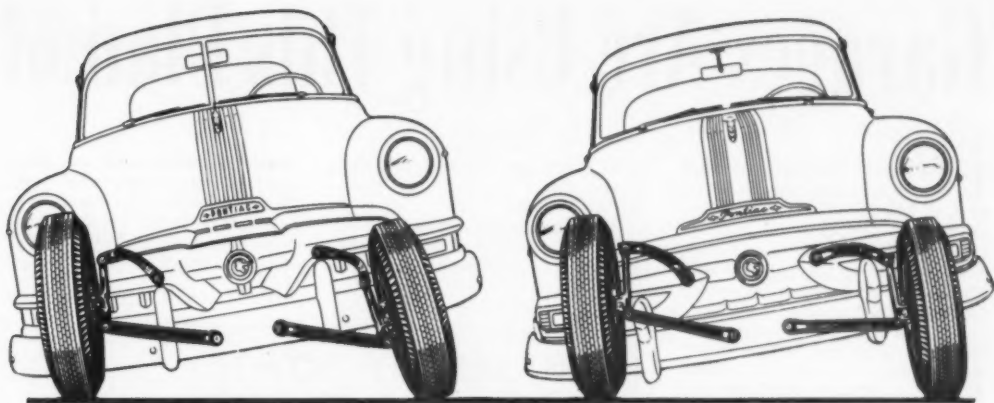
"A judge told me he appreciated the new-car letter when he came back in for a set of seat covers."

Leigh, a former General Motors factory official, then added:

"We're going to continue to send out these letters on every deal we make. I feel that I can put my finger on more direct results in doing this than any other media I have used."

Experts and non-experts alike are predicting that by mid-1953 dealers will be searching for prospects. Will you, by your past actions, have an inside track to many potential buyers?





Reduction in wheel tilt is shown by comparing 1952 model (left) with the '53.

Pontiac Revamps Suspension

"CURVE Control" front suspension, optional power steering and a power increase in the six-cylinder engine to 118 horsepower at 3,800 rpm are some of the major mechanical changes in the 1953 Pontiac models.

Although the new suspension looks much the same as the previous knee action, lever length and pivot point locations have been changed to provide better action on curves. The roll camber has been modified by this front-end geometry revision.

The natural tendency of the front wheels to steer themselves in a direction opposite to the

direction of car travel is substantially reduced by the new suspension, company engineers said. Hence, less steering effort is required to negotiate a turn. Since the inclination of the wheel causes it to follow the curve more closely, the need to over-steer, and thereby cause tires to scrub or skid, is minimized.

The over-all steering ratio has been increased from 22:1 in 1952 to 25:1. Steering gear has been modified to permit greater roller travel and the steering gear housing has been lowered slightly, while pitman arm shaft has been shortened.

Along with the new camber setup, another change has been made to improve ride. The entire front suspension, including control arms, steering knuckle supports and frame members, has been tilted approximately four degrees to the rear of the vehicle. This makes the unit better able to absorb the type of impact imparted on bumpy or rough roads.

Wheelbase has been increased from 120" to 122" and shock-absorber valving has been modified to give better control.

The optional power steering is a hydraulic device utilizing a pump driven by a pulley from the crankshaft to supply valve-controlled oil pressure to a booster piston which is linked to, and thereby turns, the pitman steering shaft through a separate set of gears.

The increase in power of the six-cylinder engine has been accomplished by duplex carburetion with a new intake manifold, new camshaft, more compact combustion chambers and electroplated aluminum pistons. The carburetion system was introduced on the 1952 eight-cylinder engine.

A number of refinements have been made in the electrical system.

Eleven body styles with increased vision and other design changes for greater comfort are available in the 1953 series.

Longer wheelbase and increased vision mark the 1953 bodies.



Garages Are Using This Plan of

INDEPENDENT repairmen in some areas of Alabama are finding a plan of financing repairs for their customers—arranged by aggressive parts wholesalers—is enabling them to build up their volume and, frequently, take on big jobs which otherwise they couldn't handle.

For example, in the 12 months since the plan was first promoted by several Anniston jobbers, \$135,000 worth of repairs has been financed, it was estimated by President P. J. "Pete" Sawyer of East Alabama Auto Parts.

Shops at Tuscaloosa, around 140 miles southwest from Anniston, seized hold of the plan quickly, as evidenced by \$2,000 in repairs being financed the first two weeks in October after the kick-off ad was announced to the public in a

local newspaper, reported Ed and Harry Siegal, partners in Automotive Parts Co.

What does a repair-shop operator have to do in order to get going under the plan? First, it can be ar-

ranged anywhere that the jobber has taken the initial steps with a finance office which is aware of the satisfactory profit possibilities of promoting such a program. It's a plan in which specialty repair

**NO MONEY DOWN
ON ANY AUTO OR TRUCK
REPAIR JOB
UP TO 18 MONTHS TO PAY**



**CERTIFIED
Automobile
Rebuilder**

FINANCE PLAN
Approximate Cost
75.00
Monthly Payments
as low as
\$ 7.75

**CERTIFIED
Automobile
Rebuilder**

**PART OF THE MANY SERVICES
THIS LIBERAL OFFER COVERS**

**BRAKE WORK
PAINTING
WRECK JOBS
FRONT END WORK
BATTERIES, TIRES
COMPLETE ENGINE
EXCHANGE
ENGINE REPAIRS**

**OR ANY
JOB OF
\$50 or
MORE**

Certified Automobile Rebuilder Finance Plan Franchise

Application is hereby made for a complete Certified Automobile Rebuilder Finance Plan Franchise, as indicated below:

1. The CERTIFIED AUTOMOBILE REBUILDER agrees to purchase from any of the SPONSORING JOBBERS all of the parts, labor and supplies necessary to complete any finance job that the SPONSORING JOBBERS can furnish. The CERTIFIED AUTOMOBILE REBUILDER further agrees to use, to the best of his ability, the merchandising and selling aids provided by the SPONSORING JOBBERS as a business builder.
2. The SPONSORING JOBBERS agree to keep, as nearly as possible, a complete inventory for the CERTIFIED AUTOMOBILE REBUILDER to draw on to enable the CERTIFIED AUTOMOBILE REBUILDER to secure the best price possible on all requirements for parts, labor and supplies on jobs being financed under this plan.
3. The SPONSORING JOBBERS further agree to assist the CERTIFIED AUTOMOBILE REBUILDER in promoting the finance plan for the best interest of both parties. This assistance to include the best promotional advertising including Newspaper, Radio and direct mail, etc.
4. For the Promotional Plan the CERTIFIED AUTOMOBILE REBUILDER agrees to pay as his share 2% of the total of each job financed under this plan, the SPONSORING JOBBERS agree to pay 1% on the same total.
5. The cost of certification of a CERTIFIED AUTOMOBILE REBUILDER is \$3.00. Certification includes inside and outside signs that will identify CERTIFIED AUTOMOBILE REBUILDERS in all finance plan campaigns, application forms, rate charts and other literature of a promotional nature.
6. This CERTIFIED AUTOMOBILE REBUILDER FINANCE PLAN FRANCHISE, written in triplicate, shall remain in full force until cancelled by either one of the two parties upon 30 days written notice.

Accepted:

Sponsoring Jobber
Address _____
City _____ State _____
By _____
Salesman By _____ State _____

Certified Automobile Rebuilder
Address _____
City _____ State _____
By _____

JE'S GARAGE
2001 Broad St.
Phone 5-3270

MATHEW'S GARAGE
2404 Broad St.
Phone 5-2739

BROTHERS' GARAGE
St. Norbert
Phone 5-5616

MEADOWBROOK GOLF SER. STA.
Cross Highway Road & Atlantic Road
Ph. 9145

**OK for the
Certified Automobile
Rebuilder Sign**

JOE MOTT'S GARAGE
Box Springs
Phone 5-6548

G. W. NOAH'S GARAGE
At A. G. S. Depot

MES KIRBY'S GARAGE
100 St.
Phone 9156

PINTCHETT & SON GARAGE
181 2nd Ave.
Phone 5007

KIRKLAND GARAGE
Belle City
Phone 3300

R. & W. MOTOR SERVICE
1418 O'Hare Ave.
Phone 5-3951

**NO MONEY
DOWN
18 MONTHS TO PAY**

RAY'S GARAGE
2118 2nd St.
Phone 3-1412

WOOD BODY SHOP
910 University Lane
Phone 6907

During the two weeks after this first ad announcing the plan had run in Tuscaloosa, Ala., newspaper, car owners financed \$2,000 in repairs under the plan featured in the ad.

Financing

shops as well as general repair shops can participate.

But, to get back to the exact details of the plan as worked out in several Alabama cities, including Anniston, Tuscaloosa and Birmingham, as well as in some other Southern cities, here's approximately how the program has been inaugurated so simply and so successfully:

The jobber explains the general idea of the plan to a local finance company which seems to be interested. Usually some finance company in a city will be interested when told that the plan is this simple:

A car owner drives in for work which may run from \$50 to several hundred dollars. The garageman

CREDIT APPLICATION	
GARAGE: RICHARD ROE GARAGE	DATE: 11/20/52
NAME: LEON DOE	
ADDRESS: 1 ROE ST.	CITY: TUSCALOOSA. PHONE: 6602
OCCUPATION: LABORER	EMPLOYER: CITY OF TUSCALOOSA
YEAR: '47 MAKE: PLY.	BODY: MOTOR No.
WHERE FINANCED: ROE MOTORS	
AMOUNT OF REPAIRS: \$80.00	PAYMENTS: 12
CREDIT REFERENCES:	
(1) JONES FINANCE CO.	
(2) DOAKS FURNITURE CO.	
(3) FRITZ'S GROCERY STORE	

ber or the garageman then advises the car owner to come in for the work. Frequently the whole process requires only an hour or so at most, depending greatly on whether the credit references are available immediately.

"We found that some garage operators were failing to notify the credit applicants, so we have been mailing a form letter to the applicants telling them they have

been approved," said Sawyer. "The result has been that far more repairs have been financed than previously."

Various plans for advertising the program have been adopted, but usually they call for the garage owner, jobber and, sometimes, the finance company to pay a small percentage of the repair dollar volume into a kitty for newspaper

(Continued on page 88)

REPAIR RATE CHART

Amt.	8 MON.		10 MON.		12 MON.	
	Pyl.	Amt. of Note	Pyl.	Amt. of Note	Pyl.	Amt. of Note
\$30.00	\$6.50	\$27.50	\$7.50	\$28.50	\$8.50	\$30.00
40.00	8.50	39.50	9.50	40.50	10.50	41.00
50.00	10.50	49.50	11.50	50.50	12.50	51.00
60.00	12.50	59.50	13.50	60.50	14.50	61.00
70.00	14.50	69.50	15.50	70.50	16.50	71.00
80.00	16.50	79.50	17.50	80.50	18.50	81.00
90.00	18.50	89.50	19.50	90.50	20.50	91.00
100.00	20.50	99.50	21.50	100.50	22.50	101.00
110.00	22.50	109.50	23.50	110.50	24.50	111.00
120.00	24.50	119.50	25.50	120.50	26.50	121.00
130.00	26.50	129.50	27.50	130.50	28.50	131.00
140.00	28.50	139.50	29.50	140.50	30.50	141.00
150.00	30.50	149.50	31.50	150.50	32.50	151.00
160.00	32.50	159.50	33.50	160.50	34.50	161.00
170.00	34.50	169.50	35.50	170.50	36.50	171.00
180.00	36.50	179.50	37.50	180.50	38.50	181.00
190.00	38.50	189.50	39.50	190.50	40.50	191.00
200.00	40.50	199.50	41.50	200.50	42.50	201.00
210.00	42.50	209.50	43.50	210.50	44.50	211.00
220.00	44.50	219.50	45.50	220.50	46.50	221.00
230.00	46.50	229.50	47.50	230.50	48.50	231.00
240.00	48.50	239.50	49.50	240.50	50.50	241.00
250.00	50.50	249.50	51.50	250.50	52.50	251.00
260.00	52.50	259.50	53.50	260.50	54.50	261.00
270.00	54.50	269.50	55.50	270.50	56.50	271.00
280.00	56.50	279.50	57.50	280.50	58.50	281.00
290.00	58.50	289.50	59.50	290.50	60.50	291.00
300.00	60.50	299.50	61.50	300.50	62.50	301.00
310.00	62.50	309.50	63.50	310.50	64.50	311.00
320.00	64.50	319.50	65.50	320.50	66.50	321.00
330.00	66.50	329.50	67.50	330.50	68.50	331.00
340.00	68.50	339.50	69.50	340.50	70.50	341.00
350.00	70.50	349.50	71.50	350.50	72.50	351.00
360.00	72.50	359.50	73.50	360.50	74.50	361.00
370.00	74.50	369.50	75.50	370.50	76.50	371.00
380.00	76.50	379.50	77.50	380.50	78.50	381.00
390.00	78.50	389.50	79.50	390.50	80.50	391.00
400.00	80.50	399.50	81.50	400.50	82.50	401.00
410.00	82.50	409.50	83.50	410.50	84.50	411.00
420.00	84.50	419.50	85.50	420.50	86.50	421.00
430.00	86.50	429.50	87.50	430.50	88.50	431.00
440.00	88.50	439.50	89.50	440.50	90.50	441.00
450.00	90.50	449.50	91.50	450.50	92.50	451.00
460.00	92.50	459.50	93.50	460.50	94.50	461.00
470.00	94.50	469.50	95.50	470.50	96.50	471.00
480.00	96.50	479.50	97.50	480.50	98.50	481.00
490.00	98.50	489.50	99.50	490.50	100.50	491.00

FOR RATES ON COMMERCIAL VEHICLES, LARGER AMOUNTS OR OTHER SPECIAL TRANSACTIONS CONSULT OFFICE.

fills in the credit application reproduced with this article. The information is telephoned to the jobber, who in turn phones it to the finance company. Some finance companies require the car to be listed as security and others ask for a lien on furniture or some other paid-up assets. One big company requires only a personal note, once the man's credit has shown up as being good and an investigation revealed his income sufficient to meet the monthly payments without too much strain.

The finance company may phone the jobber or the garage. The job-

CERTIFIED AUTOMOBILE REBUILDER	
DATE: 11/21/52	
NAME: LEON DOE	
ADDRESS: 1 ROE STREET	
Dear MR. DOE:	
We are happy to inform you that your application for financing the repair or replacement for your car has been approved for the sum of \$ <u>80.00</u> .	
We will be looking forward to serving you and your automobile needs. We would like you to note that we have only 30 days in which to honor your approval without making a new application.	
We thank you for your business.	
Yours very truly,	

Building Truck Service with Parts Control

By Beatrice Miller

PARTS Manager William B. Acken of the Prevo Automotive Center, Alexandria, Va., knows trucks and truck parts so well and can make such sound recommendations to truckers on the parts they will need in coming months, that the sales volume gain in parts has been 500 per cent for the July '51 - June '52 period over July '50 - June '51 period.

Owner George M. Stone attributes the gain solely to Acken's thoroughgoing knowledge of trucks and parts, competence in handling the \$15,000 inventory and its records, alert promotion of parts with truckers and in his skill in training a new parts counterman.

"This business has been here for years, on the same location, offering the same services, but it was not until Mr. Acken took over that the parts department made the tremendous strides it has," commented Stone, who wants to place his parts manager in the sales field.

Acken himself modestly disclaims the superior qualities attributed to him, but does have some basic beliefs in how a good parts department should be staffed and run.

At the top of the list he underscores carrying the parts that truckers need.

"Your parts manager has to know trucks and their operation so well that he can foresee the parts that will wear, the parts that he will get a big demand for," stated Acken, who has been working on International trucks for almost 25 years. "Keep stocked in those parts and don't let yourself run out of them."

Acken does not overlook slower-moving parts which he considers essential to good service. Right now he is steadily building up a selective slow-moving parts stock that will be profitable and add immeasurably to service and volume.

"The vital arm of a good parts department is the accuracy of its

inventory-control system," Acken pointed out. "A parts department can either make or break your service. If you cannot give service in the stockroom, your parts department is not going to do much for sales. And if you are going to give that good service, your inventory card guide should serve as an accurate index and signal to what's on hand and what will shortly be out."

The parts department has a complete sales picture on each item. The card records stock part number, name of part, where used, number ordered, date, sales and date, and carries a current balance.

From his knowledge of trucks and their needs, Acken has worked

out a minimum and maximum quantity on each part. When items get low, he blue tags a card for re-ordering on a stock order. If an item approaches a minimum, he red tabs the card for prompt re-ordering. Acken does all the parts buying.

"In order to give the kind of good service our parts department should give, special orders that will bring the part in the next morning from Baltimore are essential," he added. "You cannot tie up your customers' vehicles for lack of a part."

"On an important part, regardless of price, we have it air-mail or air freight within two to three days."

For the first six months of '52 parts sales volume ran 100 per cent over quotas set by the factory. May '52 sales ran 163 per cent over quotas.

"A good source of sales is preparing your customers for the parts they will need in coming months," he pointed out. "A majority of parts sold are due to breakdowns. Avoid the breakdown by knowing the parts that shortly will wear out and cause your customer to come in. Customers

(Continued on page 94)

"The parts department can either make or break your service," says W. B. Acken, who is credited by his boss for an increase of 500 per cent in parts sales during the past year. He buys all the parts.





An improved front suspension and redesigned rear springs give a more comfortable ride by smoothing bumps and helping to control side-sway.

'53 Ford Cars Feature Improved Suspension

IMPROVEMENTS in the suspension system to smooth out bumps and control side-sway on turns are among the major mechanical changes in the 1953 Fords, introduced this month.

The system uses new front suspension rubber compression bumpers and new support plates designed to permit greater up-and-down movement of front wheels and to give softer limiting action to the front suspension when the springs are compressed sufficiently to put the bumpers into play.

These bumpers are small, cone-shaped rubber pucks or stops that act as bumpers between each front-wheel control arm and the chassis frame.

Because of the increased up-and-down movement of the front suspension over rough roads, a great deal of the road shock is absorbed in the suspension and not carried on through the frame into the car.

Ford engineers have revalved the viscous-control front shock absorbers to give a softer, controlled action. And the diagonally mounted rear shocks have been revalved for the same reason.

Rear springs have been redesigned to assure closer production maintenance of desired flexibility. This provides better over-all ride

balance. New one-piece fabric spring inserts provide larger damping surface and a reported 200-percent increase in insert life.

Another advantage of the new suspension is the safety factor provided by the frame protection given on rough roads. Frames for the Mainline and Customline sedans and coupes are of the K-bar type with five cross members attached to box-section side rails forming a ladder-type frame. The K-bar is formed by the third cross

member and two diagonal struts.

Both the Strato-Star V-8 engine, producing 110 horsepower and with a 7.2 to one compression ratio, and the Mileage Maker Six, rated at 101 horsepower and with a seven to one compression ratio, are available for the 1953 models. The six-cylinder, which has free-turning overhead valves, was introduced on the 1952 model. Both engines are designed to operate on regular gasoline.

A layer of sound-deadening glass-fiber lining has been placed under the hood of the 1953 models to add to driving comfort.

The clutch and brake pedals are suspended from above to do away with floor holes, keep the brake cylinder away from road mud and dust and provide unobstructed floor space for the driver.

Fordomatic Drive, overdrive and tinted glass for windshield and windows are extra-cost options on the 1953 models.

Front seats have a fore-and-aft adjustment of 4.1". During the adjustment the seat cushion rises 1/2" while the seat back tilts forward 1.8" to accommodate shorter drivers. Both front and rear seats have a foam-rubber seat pad over springs.

Three lines are offered in 1953: Mainline, Customline and Crestline. Both the six and the eight engine are available on all models in the Mainline and Customline except the country sedan, which has the eight only. The eight is used on the Crestline convertible, hardtop and station wagon.

A variety of one-tone and two-tone color combinations is featured on the different models.

A new grille design, oblong parking lights set low and a wrap-around center bar highlight front-end styling. Taillights are restyled too.





NEWS BRIEFS *of the*

Better Dealer Relations Are Goal, NADA's Chamberlain Says in N. C.

"THE dealers in this country are working toward a two-point objective program," Ray Chamberlain, convention and exhibition manager of the National Automobile Dealers Association, told members of the North Carolina Automobile Dealers Association assembled for the area chairmen meeting in Raleigh recently.

These objectives are improved national-affairs relations and better industry relations, he said.

"National affairs are the relationship between dealers and their government with its various bureaus and agencies," he said. "Industry relations, of course, concern dealings between automobile retailers and the factories."

"The national association has geared every phase of its operation and the work of every committee to improving the dealers' position

in each of these fields of endeavor."

Chamberlain spoke of the strides made by automobile dealers since the early days of the industry.

Dr. Charles F. Carroll, superintendent of public instruction for North Carolina, spoke to the group on the establishment of a statewide, state-financed driver-training program.

Captain L. R. Fisher, commissioner of motor vehicles, discussed a proposed vehicle-inspection law that is to be considered at the 1953 General Assembly.

Battery Men Name Sommerville

R. L. Sommerville, The Electric Storage Battery Co., was elected president of the Association of American Battery Manufacturers at its fall meeting in Chicago.

Officers of the Orlando (Fla.) Automobile and Truck Dealers Association are (l. to r.): President J. M. Collins, Price-Collins Motors, Inc. (Studebaker); R. W. "Dick" Simpson, DeSoto-Plymouth, vice-president; W. D. Ray, International Trucks, treasurer; Frank Wright, Willys, past president, and Lewis W. Zoller, executive secretary.



"Sometimes people buy 15 gallons of gas and want their 15 Cokes," said George Malooly of El Paso, Texas, when asked about his practice of giving a Coke with every gallon of gas. "If they can't drink them all at the station, they put up a deposit for the bottles." Some customers don't want even one Coke, but it all adds up to about 400 cases a month. Malooly doesn't expect to make money from gasoline this way but the idea is to get people into his two stations, and it works. He has averaged about 70,000 gallons of gas a month since the signs went up a year ago, he reported.

200,000 People Expected For St. Louis Show

ATTENDANCE at the St. Louis Automobile Show, to be held Jan. 31-Feb. 8 at Kiel Auditorium, is expected to reach 200,000. C. F. McClure, chairman of the executive show committee, predicted last month.

Eighteen spaces have been assigned to car-line exhibitors, providing for display of approximately 100 new cars.

"From all indications this show, the first since 1940, will exceed any show held in the past and will prove a great sales stimulant in transportation," McClure said.

AUTOMOTIVE INDUSTRY



General Motors Will Award \$194,000 For Ideas on Solving Road "Muddle"

GENERAL Motors Corp. has offered \$194,000 in cash awards for the best ideas to get America's highway and traffic system "out of the muddle."

The prizes are being posted in a national essay contest in an effort to stimulate "more nation-wide thinking, discussion and understanding of the facts of our current highway requirements," said C. E. Wilson, president.

Known as the General Motors Better Highways Awards, the competition is open to any resident of the United States, except contest judges and their immediate families.

State Prizes Offered

One hundred sixty-two national, regional and state prizes will be offered to winners, topped by a \$25,000 first place national award. Second place national winner will receive \$10,000; third place nationally, \$5,000; and three national honorable mentions will get \$3,000 each.

In addition, General Motors will offer nine awards of \$2,500 each for the best essays submitted from nine regional areas of the entire country.

First place winners in each of the 48 states plus the District of Columbia will receive \$1,500 each. Two honorable mention awards for each state and the District of Columbia will be \$500 each, a total of 98 state honorable mentions.

The essay subject will be: "How to Plan and Pay for the Safe and Adequate Roads we Need."

Officially underway November 11, the contest closes at midnight March 1. Awards will be announced as soon as possible thereafter.

Entry blanks may be obtained at any General Motors car or truck dealership or by writing to Gen-

eral Motors Better Highways Awards, General Motors Building, Detroit 2, Mich.

With each blank a prospective contestant will receive a Better Highways Awards Fact Book. This not only contains contest rules but also outlines basic statistics and facts about the nation's over-all highway problem.

Wilson emphasized that essays will not be judged on literary merit. Rather, criteria will be the essay's originality, sincerity and practical adaptability.

While brevity is suggested, no limitation is placed on the length of the essay. Each contestant may submit any supporting data believed necessary to document his presentation — graphs, charts, drawings, photographs, estimates or other illustrations.

Essays will be judged by a contest board. Five men well-known in their respective fields have accepted positions on this board. The judges include:

Ned H. Dearborn, president of the National Safety Council; Thomas H. MacDonald, commissioner of the Bureau of Public Roads of the U. S. Department of Commerce; Curtis W. McGraw, president and chairman of the board of the McGraw-Hill Publishing Co.; Dr. Robert Sproul, president of the University of California, and B. D. Tallamy, superintendent of the New York State Department of Public Works and president of the American Association of State Highway Officials.

North Carolinian Heads Finance Conference

E. P. "Ed" Latimer, president, E. American Discount Co. of Georgia, Charlotte, N. C., was elected president of the American Finance Conference at its annual convention held in Chicago last month.

Latimer, who was vice-president during the past year, succeeds R. Earl O'Keefe, president, Southwestern Investment Co., Amarillo, Texas. O'Keefe was elected chairman of the executive committee of the group.

An inexpensive, prominently-displayed mileage sign saves time for station personnel and makes a favorable impression on customers. Ernest F. Godlove of Cardin and Johnson, El Paso, Texas, has found. "Tourists see and read the chart instead of bothering the man at the pump with so many questions about mileage," he said.



Association of Garagemen Condemns Certain Discounts and Co-op Plans

RESOLUTIONS dealing with certain cooperative parts sales plans and with parts discounts on insurance claims have been adopted by the executive committee of the National Automotive Maintenance Association.

Attempts are being made to get independent garagemen to participate in plans to sell automotive parts on a cooperative basis under the label of an association that is primarily a front for merchandising these parts, Guy N. Cummings, executive secretary of NAMA, said. Experience has shown that such a plan is not practical, he said.

The resolution said that NAMA was "unanimously and unalterably opposed to any cooperative parts sales plans of any nature that might in any way become detrimental to the best interests of the automotive jobber and thereby work hardships on the independent garagemen. It is our firm intention to bring the parts jobber and the independent garagemen closer together so they may continue to do business in harmonious relationship."

The second resolution dealt with the practice of automobile insurance companies and insurance claim adjusting agencies of demanding discounts on parts used in connection with the repair of

cars covered by their insurance. Some independent repair shops, especially body shops, are being forced out of business as a result of the discounts demanded, it was stated.

The executive committee resolved "to address this earnest plea to all such departments and/or agencies to cease seeking and demanding parts discounts to the end that all such repair business may be put on a sound and equitable basis that can react only to the benefit of all concerned."

Copies of this resolution were to be sent to insurance companies.

Alabama and Georgia Pass Anti-Diversion

IN THE recent elections Alabama and Georgia approved anti-diversion amendments to their constitutions by substantial majorities. Along with Arizona, which also approved such an amendment last month, this brings to 24 the number of states which have such amendments.

In Alabama and Georgia this will add considerably to funds available for highway purposes, according to the National Highway Users Conference. Over the past ten years, Alabama has diverted \$15,509,000, while Georgia has diverted \$87,526,000, according to NHUC reports.

In 1951 alone, Alabama diverted \$2,425,000 from highway purposes and Georgia diverted \$6,645,000, the NHUC said.

Inventor Dies in Florida

William Norman Booth, 86, inventor of the automobile spoke and the demountable-rim automobile wheel, died last month at West Palm Beach, Fla. Formerly chief engineer and vice-president of the Kelsey-Hayes Wheel Co., he moved to Lake Worth, Fla., about four years ago.

Charlestonians Name Altman

J. J. Altman, Cadillac, has been reelected president of the Charleston (S. C.) Automobile Dealers Association. William M. Scramm, DeSoto-Plymouth, is vice-president and C. H. Paul, Lincoln-Mercury, is secretary-treasurer.

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
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Looking Ahead

Feb. 14-18 — Annual convention of National Automobile Dealers Association, Civic Auditorium, San Francisco, Calif.

March 9-10 — Annual convention of Louisiana Automobile Dealers Association, Jung Hotel, New Orleans.

March 26-29 — Southwest Automotive Show, Fair Park, Dallas, Texas.

May 4-5 — Annual convention of Missouri Automobile Dealers Association, Chase Hotel, St. Louis.

May 4-7 — Annual convention of Automotive Engine Rebuilders Association, Netherlands Plaza Hotel, Cincinnati, Ohio.

May 22-24 — Southeast Automotive Show, Dinner Key Auditorium, Miami, Fla.

Sept. 20-22 — Annual convention of Kentucky Automobile Dealers Association, Phoenix Hotel, Lexington, Ky.

Sept. 27-28 — Annual convention of Georgia Automobile Dealers Association, Biltmore Hotel, Atlanta, Ga.

Oct. 18-19 — Annual convention of Tennessee Automotive Association, Buena Vista Hotel, Biloxi, Miss.

Oct. 25-27 — Annual convention of Florida Automobile Dealers Association, Sheraton Beach Hotel, Daytona Beach, Fla.

Willys-Overland Sets Production Record

PRODUCTION of 19,325 passenger cars and commercial vehicles in October set a monthly production record that topped all previous war or postwar records, Ward M. Canaday, president of Willys-Overland Motors, Inc., reported.

Production for the first ten months of this year puts the company in fifth place among the country's 19 automobile and truck manufacturers, compared with seventh last year, he said.

Pontiac Names Ives And Meriwether

ALLAN F. Ives has been named Midwest regional manager for Pontiac Motor Division. He succeeds Jack C. Jamieson, who now heads the Pacific regional office.

Thomas L. Meriwether, assistant zone manager at St. Louis for the past three years, has succeeded Ives as manager there.

Georgians Meet Sept. 27-28

The 1953 convention of the Georgia Automobile Dealers Association will be held Sept. 27-28 at the Biltmore Hotel, Atlanta, it has been announced by L. L. Austin.

Emerson Planck (right), sales manager of the Virginia district, Ford Division, recently received a 30-year pin from Charles R. Beacham, sales manager of the Southeast region. Planck headquarters at the parts depot near Richmond.



Experimental Three-Year Franchises Strongly Urged at Oklahoma Meeting

By Baron Creager
Southwestern Editor

MEMBERS of the Oklahoma Automobile Dealers Association, in their 19th annual convention at Oklahoma City, Nov. 19-20, were urged to prevail upon their factories to execute experimental three-year franchise contracts with substantial dealers established in the business for not less than ten years.

In what was probably the principal address of the convention, dealerwise, H. Mead Norton of Oklahoma City, state NADA director, also urged dealers to oppose excessive factory production and to continue to promote the dealer right to hand down the business to his heirs.

"There have been reports there will be cars for everyone, at lower prices, because the dealers will get less per car, but will make as much money by selling more cars," Norton told the convention, adding, "Don't fall for that." He said:

"Try to Be Reasonable"

"I am not here to cuss the factories, nor the dealers. Try to be reasonable and work out your own problems individually, and I think you will find some pretty good Joes in the factories. And before you go to bat with a factory, take a careful look around and be sure that you are representing that factory the way you should in return for the exclusive right to sell its product. If a factory does not sell its parts to a competitor of yours, I think you should buy everything you need from the factory." He had previously said that dealers do the dirty work of dealing with the public and "run a laundry for the industry."

Norton said that dealers individually would have to assume the responsibility of agitating for better highways or the market would soon be saturated, that dealers must also seek elimination from highways of dangerous vehicles and drivers, and resist additional taxation since the list of the average low-priced car includes \$650 in taxes. He, like a previous speaker, classed the automobile as an essential commodity and not a luxury.

The one convention session, with three featured speakers, followed an executive business meeting in which dealers elected, by five state zones, 37 new directors, on the basis of one director for each ten members. These two-year directors, with 37 holdovers, then chose association officers.

They named Cal Newport of Hominy to the presidency, to succeed Fred Boston of Enid. S. J. "Buster" Doyle of Wewoka was chosen for a new office, that of first vice-president, and Jerry Cravens of Oklahoma City was made secretary-treasurer.

Roy Tant of Oklahoma City is the new secretary-manager, having taken office only two days before the convention, succeeding Fred Albert, who resigned after holding the position since 1947.

Zone vice-presidents elected are Jack Clark of Oklahoma City, Chick Norton of Tulsa, Orville Spann of Ada, Frank Kitchen of Lawton and Joe Edwards of Alva, with Norton and Spann re-elected. This is a new situation with the association, for by-laws previously forbade any officer to succeed himself. Changed at this conven-

tion, they now forbid succession only by the president.

The other speaker who classed the automobile as an essential commodity and opposed higher taxes was Charles J. Farrington, assistant to the president of NADA. He reported he had been told "they are going to ask for a 20 per cent excise tax on cars."

He said cars are not in the class of furs, perfume and champagne and drew applause when he pledged that NADA will "try and see that never again, war or not, will there be any credit restrictions on an essential industry."

Walter Gesell, president of the Oklahoma Safety Council, made a presentation to the association for its safety activities.

R. T. Scott, Oklahoma City, was general convention chairman.

Retiring President Boston reported to the executive session the largest membership in association history, 732, compared with 654 in 1951. He presented the new by-laws, having them approved section by section, and on his recommendation the association decided to:

Notify factories of convention dates to eliminate conflicts with new-car showings; organize local associations wherever possible; employ legal counsel. This was done on the spot, with the association approving retention of Owen Townsend, Oklahoma City.

Tulsa was selected as the convention city for 1953.

(More News Briefs on page 134)

Officers of the Oklahoma Automobile Dealers Association include (l. to r.): Front row, Roy Tant, secretary-manager; S. J. Doyle, first vice-president; Fred Boston, retiring president, and President Cal Newport; second row, Joe Edwards, Jack Clark and Chick Norton, all zone vice-presidents; Jerry Cravens, secretary-treasurer, and Orville Spann, zone vice-president. Frank Kitchen, zone vice-president, is not shown.





Southern JOBBERS AND FACTORY MEN

*New Accounts Up,
Credit Loss Down*

Selling from Trucks



Leon Hodges in his "office," almost within reach of the counter.

COMPETITORS in the immediate territory were shaking their heads over the fact that Grand Auto Parts Co. of Paris, Texas, now travels four of six salesmen in as many special-body trucks, delivering from those trucks to trade in the smaller communities and in the country.

Some can remember the time they tried trucks. Even without personal experience, every wholesaler knows someone who tried trucks. Even R. L. "Leon" Hodges, active partner and general manager of Grand Auto Parts, had his fingers crossed.

He declined to pose one of the trucks for a photograph, pointing out that this procedure for doing business, after nine months, was still in the experimental category.

The first truck went into service last January, the fourth in June. With bodies and shelving that permit working the stock from outside the trucks they had, by September, contributed health and en-

By Baron Creager
Southwestern Editor

couragement to the experiment. But Hodges declined to remove his experimental tag from the project.

"It still remains to be seen," he commented, "if selling and delivering on the spot from such trucks will make money over the long haul.

"So far it has been a successful experiment. Our credit losses have been cut 75 per cent. Sixty-five per cent of our truck business is for cash and we have developed a good many new accounts, are selling points we never dreamed of selling.

"The trucks operate within a radius of 70 miles of Paris, which has a population of 25,000, and in that radius all the communities are smaller than Paris. Our salesmen have worked out a consistent schedule of regular stops throughout this territory, so that they arrive at the same points at the same

time each week. For this business they depend largely on service stations and independents."

But, warns Hodges, men who can make this kind of merchandising work must be exactly the right types. Even if it is a convenience to the customer to take his order and deliver on the spot, a selling job must be done.

What prevailed upon Hodges to put trucks into the territory? A combination of circumstances.

In Paris, says Leon, there are five wholesalers. Paris depends almost entirely upon agriculture, yet in the last four seasons the drought has reduced crops to a trickle.

"Under the circumstances, it seemed absolutely essential to develop new accounts," says Leon. "We couldn't stand still, for five jobbers cannot survive on the Paris business alone. And at least we haven't lost any money by the truck experiment."

Leon thinks the impetus now behind car-dealer competition for the



This 110-foot frontage for Grand Auto Parts grew from 20 feet in 1943.

wholesaler may drive many out of business in another ten years. He points out that ten years ago this competition had 35 per cent of the business, contends that by 1952 the same competition commanded 65 per cent of the business.

Meanwhile, however, Grand Auto Parts has made remarkable progress during nine of the ten years referred to. The establishment was opened in September of 1943 in a space 20 by 90 for a total of 1,800 square feet. Now the store occupies 110 by 90, with 9,900 square feet. By that measure, the business grew 550 per cent since its inception.

This growth must be credited to Hodges, his policies seasoned by previous experience and his labor, which is a constant factor.

There is no plush about Grand Auto Parts. In one of the back rooms there is a plain, pine table for sales conferences, but no private offices. Hodges does his

work up front at a desk almost within handshaking reach of the counter, where he has a constant feel of the business.

Leon is a native of Paris and that has always been his home. In 1926 he went to work for a Paris jobber. He stayed four years and after that, through 1942, he was in charge of the parts operation for a Paris Ford dealer. This man, John Scarborough, not now in the car business, is a silent partner in Grand Auto Parts.

One gets the impression that, one way or another, with trucks or without, Leon Hodges will have Grand Auto Parts making steady progress. Perhaps not at the rate of 550 per cent in nine years, but as Leon expresses it, "You can't just stand still in this business."

Baltimore Group Names Glass as President

SOL Glass of Ancorp Automotive has been elected president of the Baltimore Automotive Wholesalers Association, Inc., and Edwin W. Kiser, General Machinery & Supply Co., has been elected vice-president.

William C. Smith, Baltimore Gas Light Co., is treasurer and Sam Markman, National Auto Parts Co., is secretary.

Directors include: Meyer Chernock, Max Furman, George Hull, Russell Look and O. S. Trone.

Hudgins Heads Koochook Sales

Bill Hudgins, Jr., has been appointed sales manager and assistant general manager of Koochook Co., Inc., St. Louis, Mo. He is the son of President W. M. Hudgins.

D & N Parts Remodels Greenwood Store

"WE HAVE completely remodeled our Greenwood store with new counters, tile floors, and repainting inside and outside to give the store a 1952 'Eisenhower victory' look," said President Louis Post, D & N Auto Parts Co., Inc., Greenwood, Miss.

Several changes in office personnel have been made: Mrs. Louis Post, Jr., has been added to handle posting and customer accounts; Mrs. Velma Marlow is now in charge of purchase cost control; Mrs. Helen Hicks is in charge of all office detail, and Ralph Barrentine is in charge of branch store billing and cost control.

Willard T. Walker, 73, chairman of the board of Walker Manufacturing Company of Wisconsin, Racine, Wis., died last month. He and his twin brother, the late Warren H. Walker, founded the company in 1908. As one of the pioneers in the industry, Walker was widely known in manufacturing and wholesaling circles and served in many advisory capacities in the automotive industry.



He Really Believes In Wholesaling!

Bert L. Vignes, vice-president of Allied Auto Parts Co., Mobile, Ala., recently became the proud father of twin daughters, Janet Louise and Joan Marie.

When friends asked him why twins, he had a ready answer: "You must remember I had to prove I was in the wholesale business."

The Vignes have three other children, Charlotte, Robert and John Mark.

A Reader Survey

Thin Majority Report '52 Sales Up; Volume Climbed in Last Few Months

DURING the past year sales were up for slightly more than half of the Southern and Southwestern wholesalers, and down for about a third of them.

But a closer look at the figures shows that sales were pretty much the same for almost everybody.

There were strong indications that business for a majority of wholesalers was picking up as the year drew to a close.

"We had a large gain in this last quarter," reported R. J. Baker, sales manager of Arl J. Dillman & Son, Caruthersville, Mo., whose comment was typical of what a number of jobbers were saying.

In surveying the current sales situation, last month SOUTHERN AUTOMOTIVE JOURNAL asked 350 Southern and Southwestern wholesalers this question:

How does your gross sales volume this year compare with last year's?

A look at the replies which indicated an increase revealed that a large number of the increases clustered around the five per cent mark. In only a few scattered cases were gains of more than ten per cent reported.

Decreases were mostly in the same range, though a few more firms mentioned decreases of over ten per cent.

Some jobbers gave reasons for the increases and decreases, as well as comments on the past year and speculations about the days ahead.

"Steel and coal strikes affected us greatly here," said A. W. Howe, Auto Specialty Co., Wheeling, W. Va.

"November started out very well, ahead of last year," commented Samuel T. Powell, Jr., treasurer and manager, Auto Parts and Machine Co., Washington, D. C.

"We have found that our equipment sales have had quite a favorable increase over last year," Buyer R. A. "Dick" Nix, Jenkins Automotive Parts Service, Columbia, S. C., reported.

"Expenses are still increasing. Profit margin will be smaller," said Owner G. K. Linkous, Link's, Danville, Va.

"The line showing the greatest volume so far in 1952 is anti-freeze," commented Chesapeake Auto Supply Co., Inc., Norfolk, Va.

"Our volume is up about five per cent and we expect to make it ten per cent by the end of the year," said Bob Phelps, secretary-treasurer, Phelps-Roberts Corp., Washington, D. C. "The business is there. It's just a little more work to get it."

Other comments from jobbers in various areas of the Southeast and Southwest included:

Oklahoma—"Just can't see business in this dry territory holding up any longer, though sales through October were about three per cent above last year's. We have not had any moisture since June. With a failure in cotton, it does not make a rosy picture."

"We expect sales for the entire year to be below 1951, which was our largest gross sales year. As to position on merchandise accounts and structure, I have cleaned my business up and have almost got my house in order for a squeeze next year. I am now operating with 20 per cent less manpower and should show a better profit. We expect to do better next year even though sales should be down, with better control and less credit loss."

Virginia—"We expect to end the year about equal with last year. First part of year was under first half of previous year. The last six months are expected to make up the deficit."

Texas—"A slight loss is due to the first five months of the year. Balance has equaled a year ago."

Washington, D. C.—"Our summer business was quite a bit slower than last year's but October was much better and November looks good."

West Virginia—"We handle very little in winter items. October was not too good. However, November seems to be picking up a little."

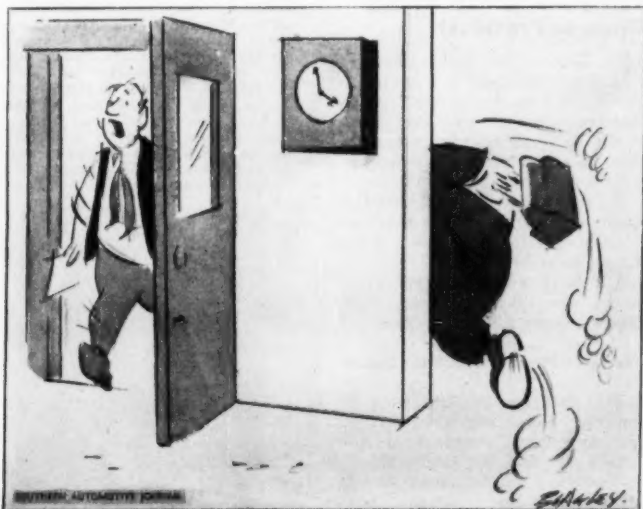
St. Louis, Mo.—"Gross volume decreased 9.2 per cent for first ten months."

Every so often jobbers who are on the ball take a good look at their operations and see what might be done to increase sales or checkmate decreasing sales. Any firm has room for improvements.

"We have recently added a Magnaflux unit to our shop," commented Buyer Nix of Jenkins Automotive Parts Service. "This will be another service that we can offer in keeping with the trend of the times. We believe that this will be the first unit of this kind in this area."

Continuing high volume means looking ahead in all phases of an operation.

"Before you get away tonight, Hugo, I want you to . . ."



You Think We Have Troubles Here ? Consider Europe's, Saks Declares

GOING over to Europe for six or eight weeks and attempting to cover six or eight European countries in that time is quite a job in itself.

But if you try to see these countries first as a tourist and you visit as many historical places as you can—and they all have plenty of them, because these countries are plenty old—then you try to see the art museums and galleries and they have plenty of the most amazing and fascinating art which they have accumulated over many centuries. Then you try to see some of the various government buildings and palaces, and as a tourist you can't neglect the most marvelous cathedrals or the

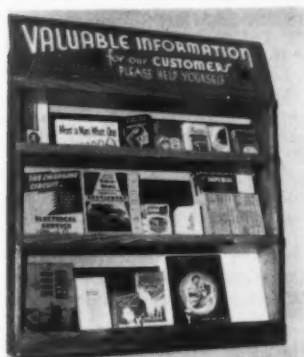
old castles. Then, besides being a tourist, you also want to know something about the various countries' economies and politics, so

**Ira Saks is well-known to Southern and Southwestern jobbers, having addressed a number of their meetings. Before he left for Europe this past summer, he promised SAJ's editors to write a review on what he saw and what he thought of what he saw. This article—written by a veteran manufacturer of replacement parts—is the fulfillment of that promise to tell what he saw.*



By Ira Saks*
President, Accurate Parts Mfg. Co.
Cleveland, Ohio

you try to observe and find out a few things about living conditions, working conditions and the political attitudes of the people of the
(Continued on page 128)



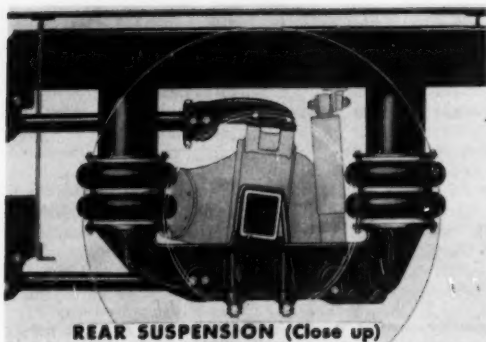
The remodeled counter area of The Parts Co., Columbia, S. C., is not only attractive, but helpful to customers. A display of free literature (top left) is conveniently placed above the water cooler. Above the door (lower left) is a bulletin board on which Owner W. H. Rockafellow can write crayon messages—sales or other types—and then tear them off to leave a clean paper sheet. The murals over the counter (below) aid in identifying parts and related items. Note the posters on parts bins.



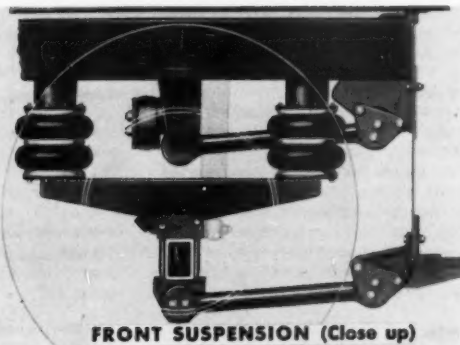
HEAVY DUTY EQUIPMENT



TRUCKS - BUSES - FLEETS



REAR SUSPENSION (Close up)



FRONT SUSPENSION (Close up)

The rubber air bellows, replacing steel leaf springs, show a new idea in body suspension.

Coach Uses Springs of Air

A NEW type of coach body suspension—employing air instead of leaf springs—was announced last month by Roger M. Kyes, vice-president of General Motors and general manager of the GMC Truck & Coach Division.

The revolutionary development whereby inter-city GM coach passengers may now reportedly get the smoothest of all rides, on bellows of rubberized nylon tire fabric containing compressed air, was disclosed after more than 12 years of intensive research and perfection of the idea by GM coach engineers.

The air suspension ride will go exclusively into the new GM coach model, PD-4104, a 41-passenger job.

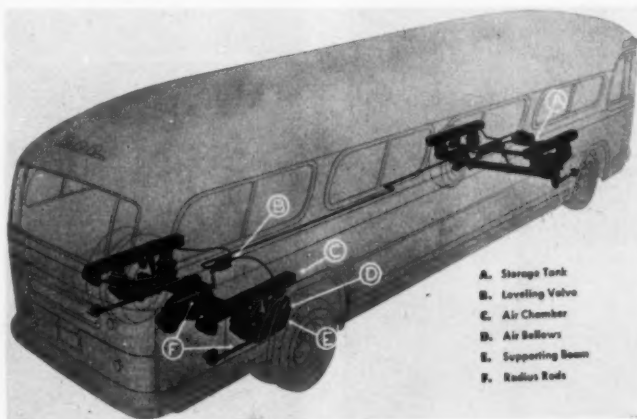
The air suspension "is a milestone in coach-manufacturing history that ranks in significance along with GM diesel power and GM hydraulic drive," GMC officials said.

"This new design, which completely eliminates conventional metal leaf springs, means safer,

softer and quieter riding for passengers," Kyes said.

The suspension will give the best ride of any vehicle on the high-

Phantom drawing of GM's new inter-city 41-passenger coach shows how passengers will literally ride on air, eliminating more of the fatigue and discomfort of a long-distance trip. The development, termed by GMC as comparable in importance to GM diesel power and GM hydraulic drive on coaches, was the result of 12 years of research.



- A. Storage Tank
- B. Leveling Valve
- C. Air Chamber
- D. Air Bellows
- E. Supporting Beam
- F. Radius Rods

ways today and will permit passengers to read newspapers without the constant jiggling that many coaches have when traveling over rough pavement, Kyes said.

The compressed air is held captive in eight heavy, flexible air bellows made of rubberized nylon tire fabric, two to each wheel, which silently absorb all types of road shock from the shattering impact of deep chuck holes to simple tire tread vibrations.

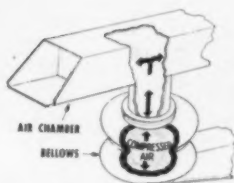
It was termed the ideal suspension medium for two reasons:

1.—It responds to the faintest vibrations, giving its maximum benefits in the range of high frequency vibrations where metal leaf springs fail to begin flexing due to friction between the leaves.

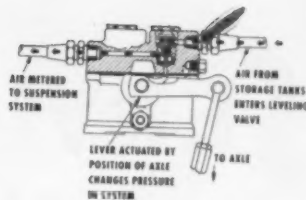
2.—It makes possible a truly progressive rate of deflection. Because compressed air increases its resistance the more it is compressed, it provides a type of suspension having a progressive rate, unlike a metal leaf spring which has a uniform rate through its deflection.

Leveling valves automatically meter the compressed air into the system so that, as the coach is loaded, air pressure is increased to compensate for the added weight. This keeps the body at its original level, providing easier and safer entry and exit for passengers. As the coach is unloaded, the leveling valves release air from the system to keep the coach body at the same level.

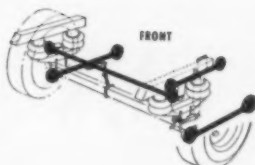
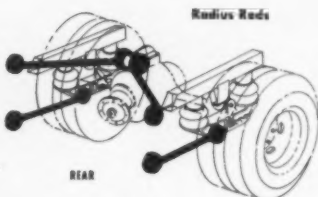
Tests by GM coach engineers have indicated that the flexible air



Air Chamber and Bellows



Leveling Valve



Details of the suspension are shown here. The coach body rests on air bellows which absorb road shock in the same manner that an inflated rubber tire acts as a cushion.

bellows last the life of the coach and that there is no appreciable wear in any part of the system. Among the drastically reduced maintenance costs provided by air suspension is lubrication, no longer needed because all joints are rubber-bushed, and reduction of body stress, because road shock is more effectively absorbed.

Aircraft-type direct double acting shock absorbers are used on both sides of front and rear axles to control rebound and further

cushion the air ride, while radius rods maintain the positions of each axle against lateral, longitudinal and torsional movement. The radius rods are rubber-mounted, require no lubrication and are quiet.

The compressed air is supplied from the coach air system and is metered through the leveling valves to air chambers consisting of a rectangular rubber-lined sheet steel box with large openings into two bellows at each point of axle suspension.

With driver, a full seated load of 41 passengers, 45 pounds of baggage each, and 100 gallons of fuel, the new GM model will not exceed 18,000 lbs. on the rear axle, the legal load limit in many states.

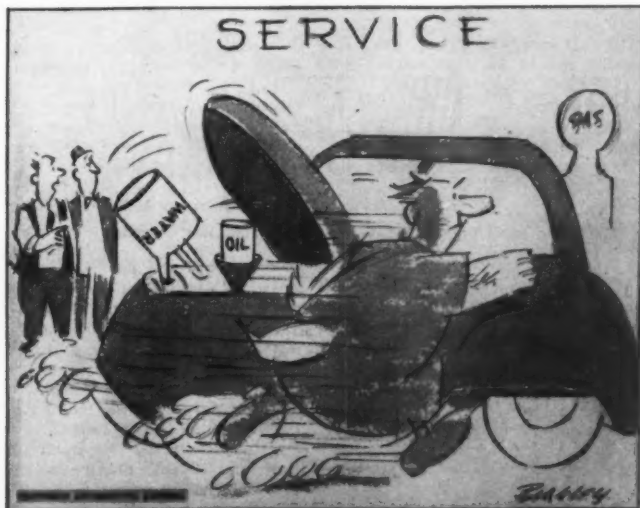
Air ride has become the last word in the evolution of coach body suspension that had its beginning 30 years ago on "double-deckers" with solid rubber tires, and progressive-type leaf springs with rubber shock insulation at the ends.

From 1927 to 1930 high-pressure pneumatic tires (100 pounds) were in their heyday and on the 29-passenger GMC coach single-stage conventional leaf springs were used.

In 1932 suspension engineers had something to talk about. They put on the balloon tires (70 pounds), increased the spring leaf length and made rubber shackles, which gave a much better ride.

Since then engineers have continued to make improvement in spring leaf design.

"He holds the state record for water, oil, gas and check the tires."



SERVICE



AND MAINTENANCE

GM's Power Steering

By E. M. Lowery
Technical Editor

BEFORE a mechanic attempts to service any mechanical unit he should learn what the unit was designed to do and how it does it.

The "trial and error" method may still bring up the answer, but sometimes this proves costly. So, if we are going to service this unit, let's see how it operates.

The G. M. hydraulic steering gear is a combination of the regular recirculating ball nut manual steering gear and a hydraulic booster linked to the pitman shaft through a separate set of gear teeth and controlled by a valve on the steering shaft.

The over-all steering ratio is 26.7 to 1, which is approximately the same as that used on present manual gears.

This gear is designed to reduce steering effort, especially during parking, but not to remove the so-called "feel" of steering. In addition to acting as a booster, the hydraulic system of the G. M. hydraulic steering gear is so designed that it resists kickback or "road shock."

All normal steering is accom-

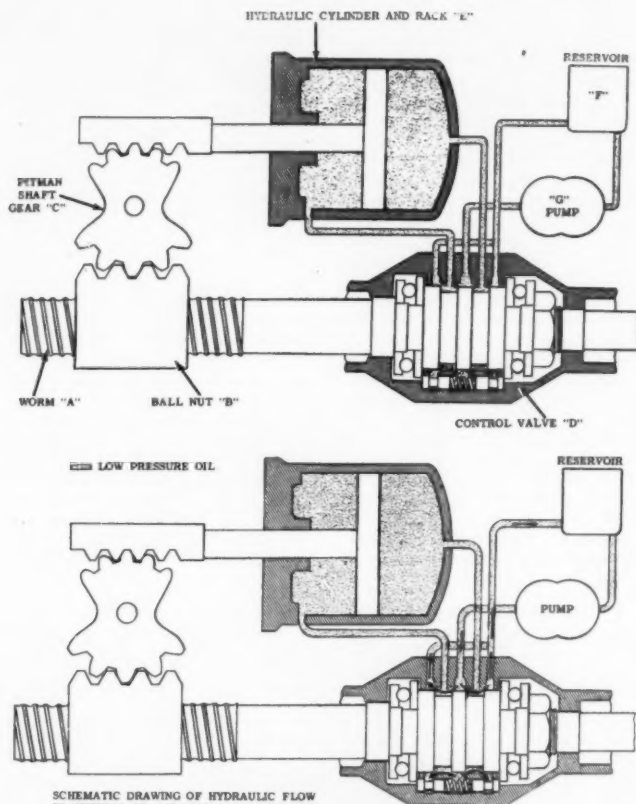
plished with a maximum steering effort of approximately 10 lbs. on the rim of steering wheel with the engine running.

If some abnormal conditions require more work than the hydraulic booster is capable of doing, which is approximately 6100 in. lbs., the driver can further assist with increased effort on the wheel.

The booster cylinder does not

assist in steering until a steering effort of greater than 3 lbs. is required of the driver. Thus, all normal steering is accomplished in an effort range of from zero to 10 pounds on the steering wheel.

It must be remembered that in spite of this great reduction in steering effort (50 lbs. maximum down to 10 lbs. maximum), the driver is still steering the vehicle. The hydraulic system is only a



Top: Fig. 1—Power steering working parts.

Above: Fig. 2—Detail of steering operation (neutral).

booster and accomplishes no steering except through the guidance of the driver.

This can be illustrated in driving on a curve. As long as the driver holds the wheel, the vehicle follows the path he has directed. The unit does not steer beyond the path he has set. If the driver removes his hands from the steering wheel, the car will attempt to right itself and follow a straight course.

When steering requires more than 3 lbs. on the rim of the steering wheel, the initial control valve pre-load is overcome and the valve is actuated. This will change the oil flow by directing the flow from the pump to one end of the hydraulic booster piston. Thus, the hydraulic oil pump will do the work of moving the piston which is linked to the pitman shaft as previously mentioned.

Although the steering effort has been greatly reduced, the driver still retains the "feel" of steering. This is illustrated by the steering effort build-up from 3 to 10 lbs., which is proportionate to the force necessary to turn the front wheels.

The following illustrations will serve to explain the operation and the principal working parts of the G. M. hydraulic steering gear.

The principal working parts (Fig. 1) are the steering worm (A), ball nut (B), pitman shaft gear (C), control valve (D) and the hydraulic cylinder and rack (E).

The hydraulic system consists of an oil reservoir (F) and the hydraulic pump (G), with check and relief valves. The pump is connected by suitable hoses to the control valve built into the steering gear proper.

Note: The hydraulic cylinder as shown mounted toward the valve body is for illustration purposes only. The hydraulic cylinder is mounted below the valve body with the power rack facing up. The hydraulic control valve is mounted on the steering gear housing and is concentric with the steering column.

The hydraulic control valve consists of a spool having two annular grooves which connect three annular passages inside the valve body. The control valve is centered and restrained from linear motion by five sets of plungers which bear against the cover on one end and housing on the other end. They also may, during operation of the booster, bear against thrust bearing races at both ends which are secured to the steering



Fig. 3—Adjusting overcenter lash.

shaft and worm assembly.

The plungers are held against these parts by the action of five springs. It is necessary, therefore, to overcome the pre-load of the springs before the spool can be moved. Because of this, the action of the steering gear for light load is entirely mechanical (loads under 3 lbs. on the rim of the steering wheel).

There is a check valve in the control body which allows circulation of oil within the steering gear in event of pump failure or if steering is done when engine is stopped.

When the valve spool is in the neutral or centered position, the oil from the pump flows through the center passages of the valve

body, through the annular grooves in the spool to the annular passages in the body at both ends and then back to the pump. During this operation, the pump merely circulates the oil without doing any work. (See Fig. 2.)

When there is sufficient resistance to rotation of the pitman shaft and linear motion of the ball nut, continued turning of the steering wheel will result in an axial movement of the worm and shaft assembly, thus overcoming the pre-load of the springs. This axial movement of the steering shaft assembly results from the lead of the steering worm. It is obvious that the axial direction of the control valve movement is dependent on direction of rotation of the steering wheel.

When axial movement of the control valve occurs, the return passages to the reservoir are shut off from pump pressure. The oil is thus forced to one side of the piston. At the same time the other end of the cylinder is in communication with the return to the pump. The pump builds up only that amount of pressure necessary to overcome the resistance to rotation of the pitman shaft.

This oil pressure is also diverted to the spring side of the plungers, and assists in building up a pre-load which must be overcome by effort on the steering wheel. This build-up of load on the centering spring produces a reaction so that the driver is conscious of an increased steering effort when power

Technical Editor Lowery





Fig. 4—Measuring overcenter load.

is required to turn the wheels. This is the "feel" previously mentioned.

Servicing GM Hydraulic Steering Gear

Any adjustments of a minor na-

ture that may be required are made externally and are just as simple to perform as on any manual steering gear.

Even though these adjustments are of a minor nature, they are

very important and must be made accurately to maintain the smooth positive steering "feel" built into the G. M. hydraulic steering gear.

These adjustments are:

1.—Mechanical adjustments:

- (a) Overcenter adjustment.
- (b) Power rack guide adjustment.

2. Hydraulic service:

- (a) Type of oil.
- (b) Trouble diagnosis.
- (c) Pump service.
- (d) Line service.
- (e) Steering gear service.
- (f) Bleeding system.

Mechanical adjustments:

A. Overcenter or last adjustment—

This adjustment is the same as made on the ball nut steering gear except on the car this adjustment is made with an "offset" screwdriver.

This adjustment eliminates backlash between the sector gear and the ball nut when there is evidence of such.

To make this adjustment proceed as follows:

1.—Disconnect the pitman arm from the pitman shaft.

2.—Loosen adjusting screw lock nut "A" and carefully tighten adjusting screw "B" in a clockwise direction. (See Fig. 3.)

Note: Adjustment is correct when the overcenter load is 1 to 1¼ lbs. when checked with spring scale J-544-A attached to steering wheel as shown in Fig. 4.

Fig. 5—Adjusting power rack.

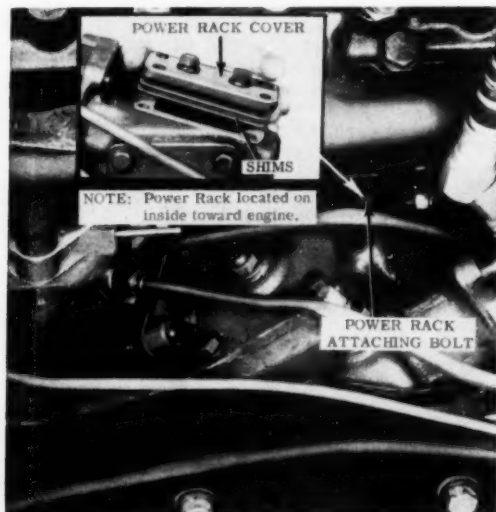
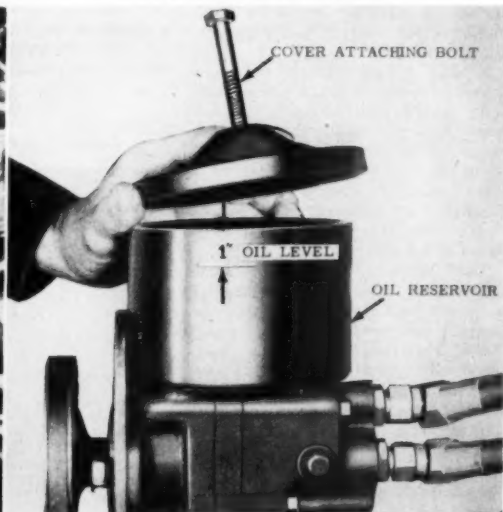


Fig. 6—Checking oil level.



3.—Tighten lock nut "A" and recheck overcenter load; be sure load has not changed.

B. Power rack guide adjustment—

While the possibility is rather remote that the power rack guide may require adjustment beyond the factory setting, provisions are made for this adjustment. However, the power rack guide should be adjusted when certain symptoms indicate an adjustment may be required. These symptoms are:

(a) Instability of front wheels when driving through chuck holes.

(b) Noticeable "click" overcenter, after proper overcenter adjustment has been made.

Important: Before making power rack adjustment, be certain to check front-end alignment and overcenter adjustment; then proceed as follows:

1. With spring scale J-544-A, record maximum overcenter load.

2. Remove four outside power rack guide cover to housing attaching bolts and lock washers. (See Fig. 5.)

3. Remove one .003" adjusting shim.

4. Reinstall cover and tighten bolts and again record maximum overcenter load.

Note: If the overcenter load remains the same as in check 1 above, an additional shim may be

removed; continue to remove shims and recheck until the overcenter load increases over the original recording.

When the overcenter load increases over the recorded value taken in step 1, replace one .003" shim and recheck the overcenter load to insure that there is no increase over the original reading. The adjustment is then complete.

Hydraulic Service

A. Type of oil—

The recommended oil for use in hydraulic steering system is the hydraulic transmission fluid or type A. In an emergency the system can be serviced with a good grade of SAE-10 or 10W oil.

The oil level should be checked regularly and maintained one inch below the top edge of reservoir. (See Fig. 6.)

B. Trouble diagnosis—

A. Hard steering when parking.

Note: With engine idling, car

stopped and the steering wheel is turned in an effort to park, the normal effort required at the steering-wheel rim is approximately 10 lbs. with an oil temperature in the reservoir of 170°.

Steering effort will increase with higher than 170° temperatures.

Temperature will build up if the steering wheel is turned from side to side while front wheels are stopped. Therefore, if a complaint of hard steering when parking is encountered, carefully follow procedure below.

Simulate parking by applying hand brake and turning wheels on a clean, dry service floor. If effort exceeds 10 lbs. with 150° to 170° oil temperature when checked with spring scale J-5178, make the following checks:

1. Check drive belt tension and adjust as shown in Fig. 7. Tighten bracket bolts.

2. Check oil level in reservoir. If oil is found to be excessively low, check the external system for indication of leakage in accordance with instruction under item D, line service, later in this article.

3. Check for air in oil reservoir. If the oil is not clear (full of bubbles), there is an air leak at some point in the system. Tighten all connections and bleed the system as per instructions under item F, bleeding system, listed later.

4. Check for dirt in oil filter of Eaton pump (See C, pump service). If an excessive amount of dirt is allowed to accumulate in the oil filter, the proper head of oil will not be maintained and consequently the pump output may be diminished.

5. Check for lack of lubrication. This involves the steering gear, linkage and front suspension.

6. Test tires for proper inflation and inflate to recommended pressures.

7. Check tie-rod and connecting-rod ball seats for being too tight.

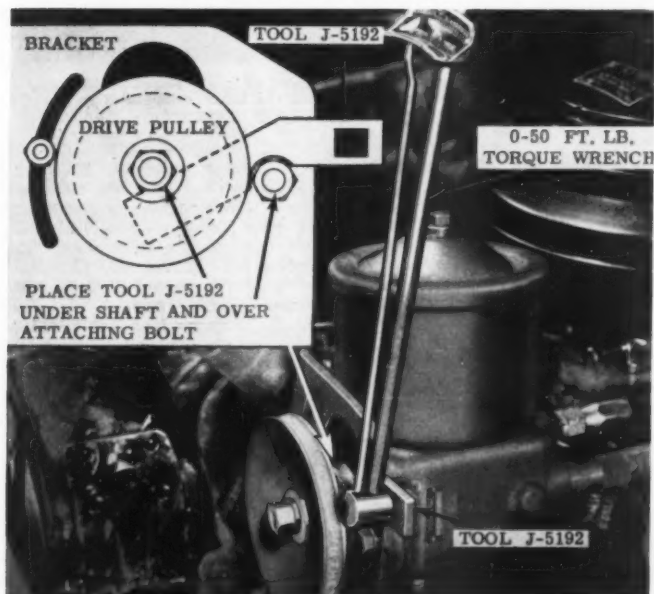
8. Check steering-gear adjustments for being tight. Adjust accordingly.

9. Spot check all lines and gear
(Continued on page 112)

January: Overdrives

More and more overdrives are coming into use, although they were discontinued on some cars years ago. Operation and trouble-shooting will be covered next month.

Fig. 7.—Checking drive-belt tension.



BODY-SHOP OPERATIONS

Servicing Doors

By E. M. Lowery
Technical Editor

THE removal and installation of various types of door and window glass regulators, door latches and remote control units is quite a job unless certain procedures are followed. And when they are installed they must be adjusted properly to prevent binding or breakage of the glass and to prevent rattles.

Some of the worst complaints we have are about door glasses that are hard to raise or lower and/or rattles inside the door. The cause of such complaints is sometimes rather difficult to correct, but all efforts should be made to make any adjustments necessary the first time the door trim panel is removed, because the trim panel soon begins to take on a "used look" after several removals and replacements.

There are not many repairs to be made to regulators and latches; if they are defective, it usually requires new unit to correct trouble.

*Door Service on Chrysler
Corp. Bodies*

Removal and installation of door lock cylinder (1950-51-52):

Bend the end of a screwdriver to

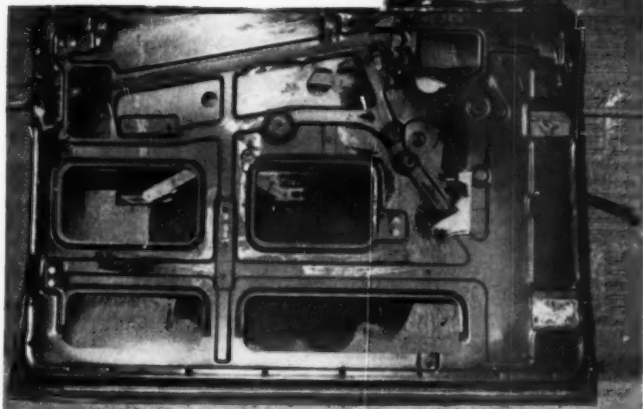


Fig. 1—This door was damaged and required replacement. Skill and know-how are necessary to transfer all the inner mechanism to the door shown in Fig. 3.

an angle of 90°. To remove the cylinder insert the screwdriver through the opening in the door and force the sliding latch to the rear position; withdraw the cylinder lock.

To install, turn key in cylinder to unlocked position. Insert a screwdriver into the square hole in the door latch assembly and turn the latch to the full unlocked position; this can be determined by

trying the door handle. With the sliding latch in the rear position, insert a long needle (a sharpened piece of small welding rod will do) through the trim panel, the square hole in the door latch assembly and on out through the outside door panel. Using the needle, pilot the lock cylinder into position while at the same time withdrawing the needle.

With the cylinder in position, insert the bent screwdriver in the little hole in the door and push the sliding latch forward. This locks the cylinder in place. On earlier jobs the cylinder is held in place with a set screw.

Removal and installation of door glass regulator:

A. Remove the window regulator control handle.

January: Frame Straightening

There's many a twist of the mechanical wrist involved when it comes to doing a first-class frame-straightening job. In the January issue Ed Lowery will bring out some of his ideas.

B. Remove the garnish moulding.
C. Remove the door trim panel.
D. Lower the window glass, remove the retainer and rubber washer. Disconnect the glass channel from the regulator. Then raise the glass and insert a block in the door panel opening to rest glass on.

E. Remove the attaching screws that hold the assembly to the inside door panel and take the assembly out through the door opening.

Reverse the procedure to install unit.

Removal of front door latch and remote control:

A. Remove trim panel, garnish moulding, cylinder lock and door handle.

B. Remove screws holding the remote control base to the door panel.

C. Raise the window glass and bend the bottom catch of the window felt run channel out (toward center of door). Remove the door latch attaching screws, and work the unit out through the opening in the door.

Reverse the procedure to install.

To assure ease of operation, both regulators and door latches should be well lubricated with a semi-fluid lubricant.

Door Service on G. M. Bodies

Chevrolet, Olds (except model 98) and Pontiac (1949-50-51-52):

Removal of door outside handle:

A. Release the door weatherstrip at the lock pillar face to ex-



Fig. 2—These various units are tough to remove or install unless the given procedures are followed.

pose the flat spring handle retainer.

B. Remove the screw holding the retainer to the pillar face and pull the retainer out until the handle can be removed.

To install:

A. Cock the bolt. With the push button depressed, install the handle; when in correct position the bolt will snap down. Install the retainer and secure with screw. Re-cement weatherstrip.

Removal and installation of door safety lock:

A. Remove the outside handle and retaining snap ring.

B. Remove the stop washer, spring and detent washer. Note the relative position of the two washers.

C. Remove the lock cylinder, lock cylinder housing and push button shaft assembly.

D. Remove the handle sealing ring and remove the push button cap by bending up the small ears of the cap to disengage from the lock cylinder housing.

E. Remove the retainer which holds lock cylinder and push button shaft to the housing. (A new retainer will be required to re-assemble.)

F. Remove the door lock cylinder and push shaft from the housing. Reverse procedure to re-assemble.

Door window glass regulator removal:

A. Lower the glass and remove the door trim panel.

B. Remove loading hole covers. Through the loading holes in the inner panel, remove the window assembly to sash channel cam screws so as to disengage the window and sash channel cam from the regulator mechanism.

C. Remove the four screws holding the window regulator and the two screws holding the stationary cam to the inner panel. Regulator and cam may then be moved through loading holes.

To install, reverse the procedure.

Door lock remote control removal:

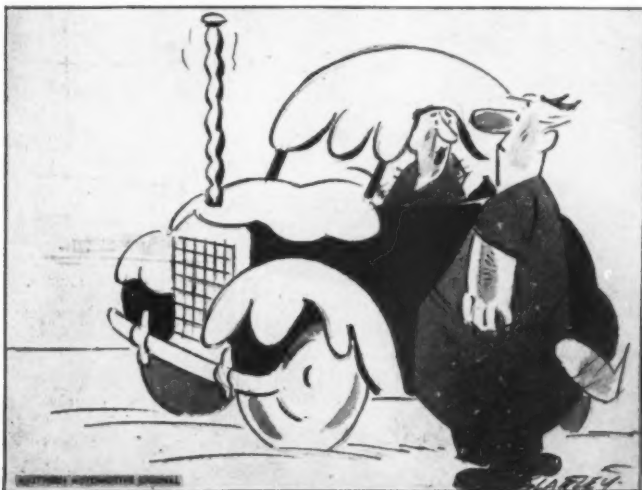
Remove the door trim panel. Remove the three remote control assembly attaching screws on the door inner panel.

Disengage the remote control assembly clip on the door panel.

Reverse procedure to install.

Note: To take up end play in the linkage, loosen the three attaching screws holding the unit to the door inner panel and shift to the desired tension.

"Gimme a dime's worth of anti-freeze."



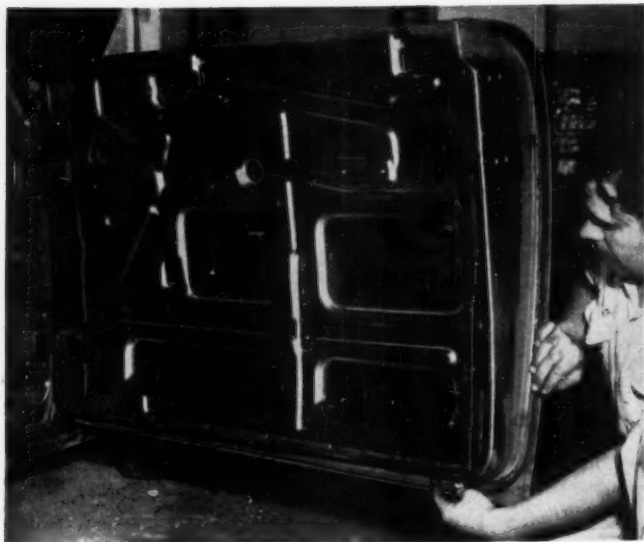


Fig. 3—New door shell minus the inner mechanism.

Door lock assembly removal:

Put the door bolt in the down position and remove door outside handle.

Remove door trim panel and loading hole cover from inner panel. Disconnect door lock remote control connecting rod from the lock by removing the remote control mechanism.

Remove the inside locking rod.

On rear doors remove the single bolt and washer holding the inside washer which holds the single lock rod lever to the inner panel.

On front doors only remove the glass run channel retaining stud on the lower inner surface of the door locking pillar facing.

Remove the two door lock screws from the inner panel facing and the three door lock screws and washer from door lock pillar facing.

Remove the door lock by rotating it, extracting the lock down, through and out the loading hole. On front doors the lock must be dropped straight down to clear the end of the glass run channel. (On convertible-style doors the window glass and lock pillar run channel must be removed prior to removing the lock.)

To re-install, reverse the procedure, first checking to see that the bolt is in the down position. On front doors the U-shaped retainer on the lock housing must be threaded behind the lower end of the glass channel during the in-

stallation. This can be accomplished after pulling out slightly the lower end of the glass run channel.

Loading hold cover should be seated before replacing door trim panel.

As mentioned at the beginning, body door service can be quite a "job" unless given procedures are followed.

Buick to Air-Condition Some 1953 Models

BUICK Motor Division will offer "draftproof" air-conditioning as optional equipment on the two-door Riviera and four-door sedan in the Roadmaster and Super series next year, Ivan L. Wiles, general manager, has announced.

The unit, which is mounted on a shelf in the trunk compartment and filters air into the car through ducts above the windows, has a capacity of more than 300 cubic feet of air a minute and changes air in the car completely every 20 seconds, Buick engineers said.

Rolls-Royce Cars to Have Automatic Transmission

ROLLS-ROYCE cars for the American market will now have an automatic transmission as optional equipment. The unit will give the driver the choice of using the automatic drive or manual control.

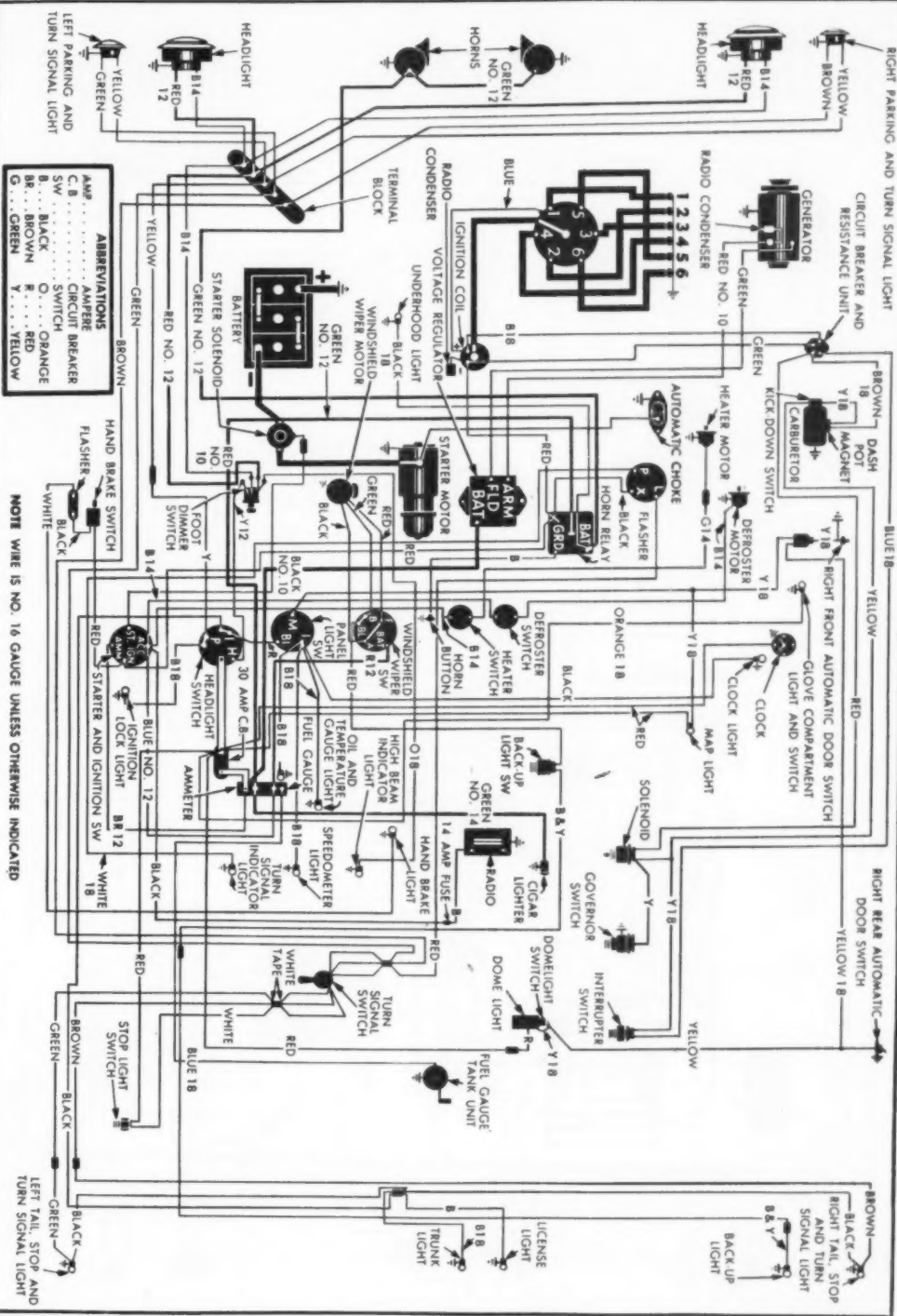
The transmission will not affect such Rolls-Royce features as the servo motor for braking system.

Atlantians Discuss Filtration

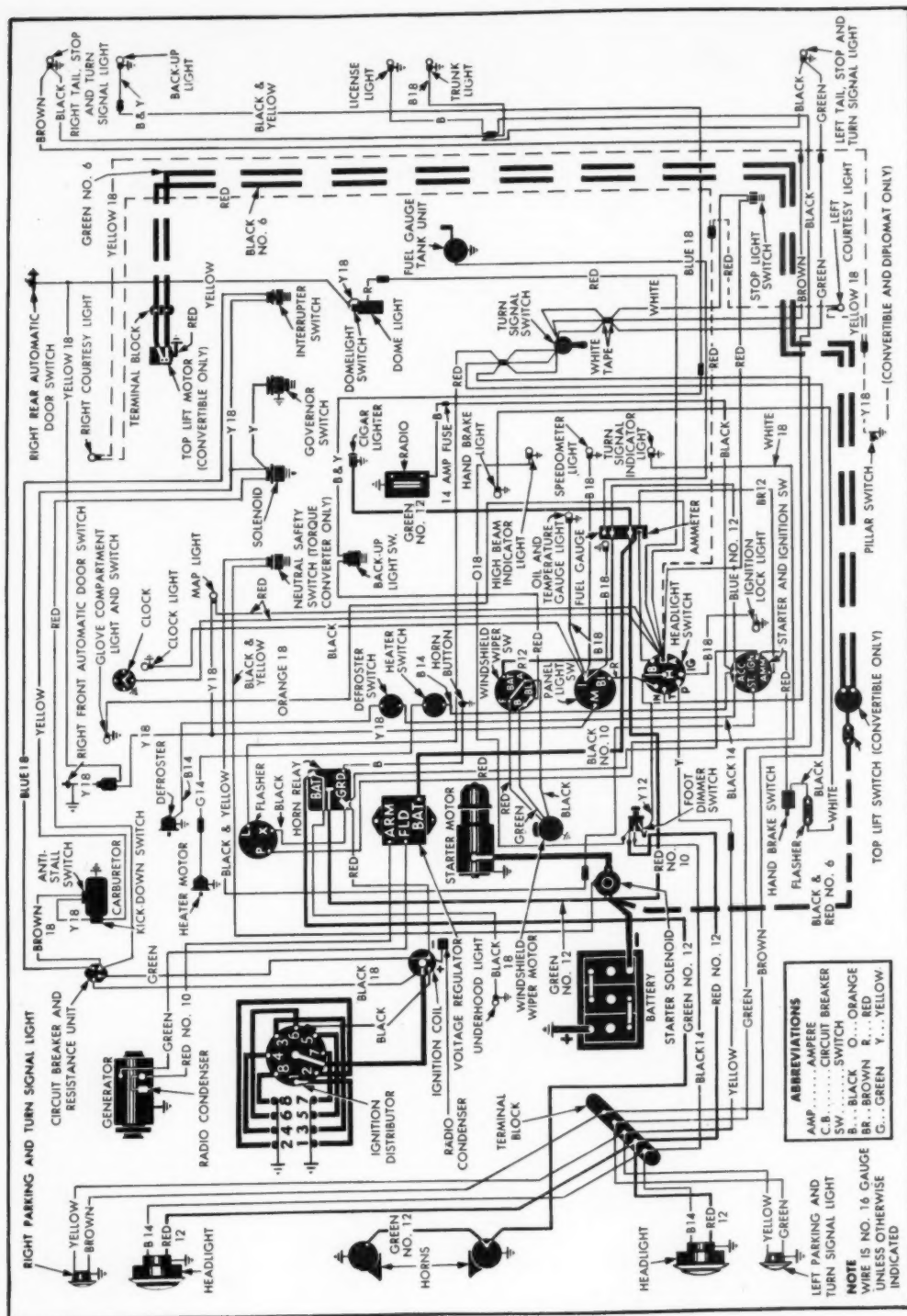
"Filtration for Internal Combustion Engines" was the topic for the November meeting of the SAE Atlanta, Ga., Group. Herbert R. Otto, chief engineer for Purolator Products, Inc., was the speaker.

"Just when this customer was thanking me for going ahead on my own initiative and putting in new parts that would prevent future trouble, I woke up."





WIRING DIAGRAM FOR 1953 DODGE SIX



WIRING DIAGRAM FOR 1953 DODGE V-8

CURRENT PASSENGER-CAR SPECIFICATIONS

Engine and Equipment

MAKE AND MODEL	Std. Wheelbase	No. Cylinders and Valve Arrangement	Bore and Stroke	Taxable H. P.	Max. Rated H. P. at R. P. M.	Camshaft Drive	Main Bearings	RINGS		Oil	Air Cleaner	Oil Filter	Vibra. Damper	Carburetor
								No. and Size Comp.	No. and Size Oil					
BUICK 40 Special.....	121 3/4	81	3 3/8 x 4 1/2	32.51	120@3600	Ch	5	2-.0937	1-1875	6 1/2	OB	Y	Y	St-Ca
BUICK 50 Super (except Model 52).....	121 3/4	81	3 3/8 x 4 1/2	32.51	124@3600	Ch	5	2-.0937	1-1875	6 1/2	OB	Y	Y	St-Ca
BUICK Model 52.....	125 3/8	81	3 3/8 x 4 1/2	32.51	124@3600	Ch	5	2-.0937	1-1875	6 1/2	OB	Y	Y	St-Ca
BUICK 70 Roadmaster (except Model 72).....	126 1/2	81	3 3/8 x 4 1/2	37.81	152@3600	Ch	5	2-.0937	1-1875	8	OB	Y	Y	St-Ca
BUICK Model 72.....	130 3/4	81	3 3/8 x 4 1/2	37.81	170@3800	Ch	5	2-.0937	1-1875	8	OB	Y	Y	St-Ca
CADILLAC 62.....	128	V81	3 1/2 x 3 3/4	46.5	190@4000	Ch	5	2-.0781	1-1875	5	OB	N ¹	Y	Ca-RP
CADILLAC 60 (Fleetwood).....	130	V81	3 1/2 x 3 3/4	46.5	190@4000	Ch	5	2-.0781	1-1875	5	OB	N ¹	Y	Ca-RP
CADILLAC 75.....	146 3/4	V81	3 1/2 x 3 3/4	46.5	190@4000	Ch	5	2-.0781	1-1875	5	OB	N ¹	Y	Ca-RP
CHEVROLET Styline & Fleetline Special & DeLuxe.....	115	61	3 1/2 x 3 3/4	29.4	92@3400	G	4	2-.1237	1-1863	5	OB	N ¹	Y	RP
CHEVROLET Styline & Fleetline (with Powerglide Drive).....	115	61	3 1/2 x 3 3/4	30.4	105@3600	G	4	2-.1237	1-1863	5	OB	N ¹	Y	RP
CHRYSLER Windsor & DeLuxe.....	125 1/2	6L	3 1/4 x 4 1/4	28.36	119@3600	Ch	4	2-.0937	2-1562	5	OB	Y	Y	Ca
CHRYSLER N. Y. & Imperial.....	131 3/4	V81	3 1/4 x 3 3/4	46.51	180@4000	Ch	5	2-.0781	2-1875	5	OB	Y	Y	Ca
CHRYSLER Crown Imperial.....	145 3/4	V81	3 1/4 x 3 3/4	46.51	180@4000	Ch	5	2-.0781	2-1875	5	OB	Y	Y	Ca
CROSLEY Model CD.....	80	41	2 1/2 x 2 1/2	10	26.5@5400	G	5	2-.0625	2-155	2	OB	Y	N	T
De SOTO S-15 DeLuxe & Custom.....	125 1/2	6L	3 1/4 x 4 1/4	28.36	116@3600	Ch	4	2-.0937	2-1562	5	OB	Y	Y	Ca
De SOTO S-17 Fire Dome.....	125 3/8	V81	3 1/4 x 3 3/4	42.03	160@4400	Ch	4	2-.078	2-186	5	OB	Y	Y	Ca
DODGE Wayfarer.....	115	6L	3 1/4 x 4 1/4	25.35	103@3600	Ch	4	2-.0937	2-1562	5	OB	N	Y	St
DODGE Coronet & Meadow.....	123 3/8	6L	3 1/4 x 4 1/4	25.35	103@3600	Ch	4	2-.0937	2-1562	5	OB	N	Y	St
FORD Main. & Cust. 6.....	115	61	3.56 x 3.60	30.4	101@3500	Ch	4	2-.0935	1-1865	4	DM	Y	N	Ho
FORD Main. & Cust. 8.....	115	V8L	3.19 x 3.75	32.5	110@3800	G	3	2-.0935	2-1865	4	DM	Y	N	Ho
FRAZER Std. & Man.....	123 1/2	6L	3 1/4 x 4 1/4	26.3	115@3650	Ch	4	2-.0925	2-1550	5 1/2	OB	Y	Y	Ca
HUDSON Pacemaker.....	119 3/4	6L	3 1/4 x 3 1/2	30.45	112@4000	Ch	4	2-.078	2-186	7	OB	Y	Y	Ca
HUDSON Commodore 6.....	123 3/8	6L	3 1/4 x 3 1/2	30.45	127@4000	Ch	4	2-.078	2-186	7	OB	Y	Y	Ca
HUDSON Commodore 8.....	123 3/8	8L	3 x 4 1/2	28.8	128@4200	G	5	2-.0925	2-187	7	OB	Y	Y	Ca
HUDSON Hornet.....	123 3/8	6L	3 1/4 x 4 1/4	34.88	145@3800	Ch	4	2-.078	2-186	7	OB	Y	Y	Ca
KAISER Spec. & DeLuxe.....	118 3/4	6L	3 1/4 x 4 1/4	26.3	115@3650	Ch	4	2-.0925	2-1550	5 1/2	OB	Y	Y	Ca
HENRY J.....	100	4L	3 1/2 x 4 1/4	15.63	68@4000	G	3	2-.0925	1-186	4	OB	N ¹	N	Ca
HENRY J DeLuxe.....	100	6L	3 1/2 x 3 1/2	23.44	80@3800	G	4	2-.0925	1-186	5	OB	N ¹	N	Ca
LINCOLN Cosmopolitan.....	123	V81	3.80 x 3.5	46.2	160@3900	Ch	5	2-.0775	1-186	5	OB	Y	Y	Ho
LINCOLN Capri.....	123	V81	3.80 x 3.5	46.2	160@3900	Ch	5	2-.0775	1-186	5	OB	Y	Y	Ho
MERCURY.....	118	V8L	3.10 x 4	32.5	125@3700	G	3	2-.0930	2-186	4	DM	Y	N	Ho
NASH Statesman.....	114 3/4	6L	3 1/2 x 4 1/4	26.1	88@3800	Ch	4	2-.0930	2-1547	5	OB	N	Y	Ca
NASH Ambassador.....	121 3/4	6L	3 1/2 x 4 1/4	26.1	120@3700	Ch	7	2-.0930	2-1547	6	OB	N	Y	Ca
NASH Rambler.....	100	6L	3 1/2 x 3 3/4	25.1	82@3800	Ch	4	2-.0930	2-1547	5	OB	N	Y	Ca
OLDSMOBILE DeLuxe 88.....	120	V81	3 3/4 x 3 3/4	45.0	145@3600	Ch	5	2-.078	1-186	5	OB	N ¹	N	Ca-RP
OLDSMOBILE Super 88.....	120	V81	3 3/4 x 3 3/4	45.0	160@3600	Ch	5	2-.078	1-186	5	OB	N ¹	N	Ca-RP
OLDSMOBILE Classic 98.....	124	V81	3 3/4 x 3 3/4	45.0	160@3600	Ch	5	2-.078	1-186	5	OB	N ¹	N	Ca-RP
PACKARD "200".....	122	8L	3 1/2 x 3 3/4	39.2	135@3600	Ch	5	2-.0937	1-1875	7	OCM	Y	Y	Ca
PACKARD "300".....	127	8L	3 1/2 x 4 1/4	39.2	150@3600	Ch	5	2-.0937	1-1875	7	OB	Y	Y	Ca
PACKARD "400".....	127	8L	3 1/2 x 4 1/4	39.2	155@3600	Ch	9	2-.0937	1-1875	7	OB	Y	Y	Ca
PLYMOUTH P-22 Concord.....	111	6L	3 1/4 x 4 1/4	25.35	97@3600	Ch	4	2-.0937	2-1562	5	OB	Y	N	Ca
PLYMOUTH P-23 Cambridge and Cranbrook.....	118 3/8	6L	3 1/4 x 4 1/4	25.35	97@3600	Ch	4	2-.0937	2-1562	5	OB	Y	N	Ca
PONTIAC 6 Model 25.....	120	6L	3 1/4 x 4	36.4	100@3400	Ch	4	2-.0937	1-1875	5*	OB	N	Y	RP
PONTIAC 8 Model 27.....	120	8L	3 3/4 x 4	36.4	118@3600	Ch	5	2-.0937	1-1875	5*	OB	N	Y	Ca
STUDEBAKER Champion 10C.....	115	6L	3 x 4	21.6	85@4000	G	4	d	1-1562	5	OB	A	Y	Ca
STUDEBAKER Commander H.....	115	V81	3 1/2 x 3 3/4	36.4	120@4000	G	5	2-.078	1-1865	6	OB	A	Y	St
STUDEBAKER Land Cruiser H.....	119	V81	3 1/2 x 3 3/4	36.4	120@4000	G	5	2-.078	1-1865	6	OB	A	Y	St
WILLYS Jeepster & Sta. Wag.....	104	4F	3 1/2 x 4 1/4	15.6	72@4000	G	3	2-.0937	1-1875	4	OB	N ¹	Y	Ca-Zn
WILLYS Jeepster & Sta. Wag.....	104	6L	3 1/2 x 3 1/2	23.4	75@4000	G	4	2-.0937	1-1875	5	OB	N ¹	Y	Ca
WILLYS Aero Ace & Aero Wing.....	108	6F	3 1/2 x 3 1/2	23.4	90@4200	G	4	2-.0937	1-1875	5	OB	N ¹	Y	Ca

ABBREVIATIONS

*—Refill
A—Accessory
Ca—Carter
Ch—Chain

DM—Dry Mesh
d—Top .0937, Middle .125
F—F Head motor
L—L head
G—Gear
Ho—Holley

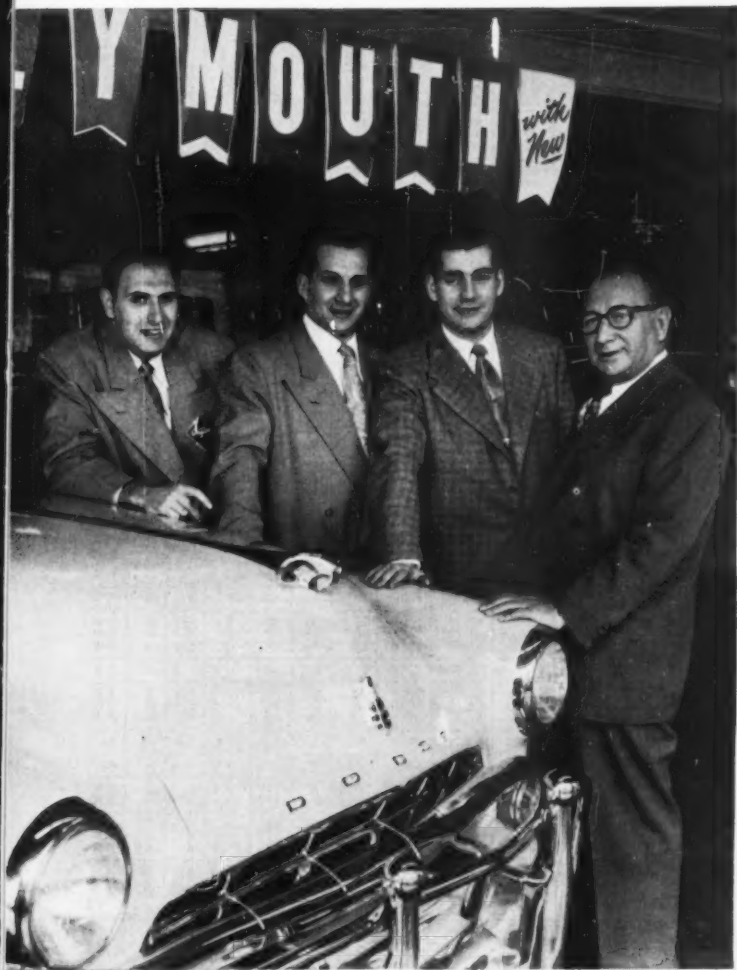
I—Valve in head
j—"88," 119 1/2; "98," 122
L—L head
N—Optional at extra cost

N—No
OB—Oil bath
OCM—Oil-coated mesh
RP—Rochester Products

St—Stromberg
T—Tillotson
Y—Yes
Zn—Zenith



YEAR AFTER YEAR . . . **Commercial**
Credit financing is complete,
competent, dependable



DEALER ADMIRES COMMERCIAL CREDIT'S COOPERATION—Mr. Irving Esserman, (right) President of Esserman Motor Sales Inc., Chicago, poses in showroom with his son-in-law and two sons, who are connected with him in business. "I particularly like the efficient manner in which COMMERCIAL CREDIT handles collections, and the cooperation, service and constructive merchandising suggestions they offer," says Mr. Esserman.

NO NEED TO TIE UP WORKING CAPITAL—

The COMMERCIAL CREDIT PLAN offers dealers everything they need in the way of financing . . . from wholesale, factory drive-away and demonstrator plans right down to the last detail of retail financing . . . credit investigation, insurance, collection and prospect follow-up. This plan enables dealers to operate on high volume, while keeping their working capital free for use elsewhere.



FIND OUT HOW COMMERCIAL CREDIT HELPS BUSINESS LOOK UP—Write, phone or wire your nearest COMMERCIAL CREDIT office and ask to see "The Dealer's Stake in Time Selling," an informative presentation that explains how COMMERCIAL CREDIT can help keep profits up. There is no obligation.

COMMERCIAL CREDIT CORPORATION

A subsidiary of Commercial Credit Company, Inc.
... Capital and Surplus over \$125,000,000 . . .
in principal cities of the United States and Canada.

CURRENT PASSENGER-CAR SPECIFICATIONS

Timing, Battery, Brakes, Etc.

MAKE AND MODEL	IGNITION AND TIMING								Battery	Cool. System (Qts.) No Heater	Clutch Facings				Brakes	
	Breaker Gap (.01)	Cam Angle (degrees)	Breaker Point Arm Tension (ozs.)	Spark Plug Gap (.01)	Tappet Clear- ance Intake (.01)	Tappet Clear- ance Exhaust (.01)	Intake Valve Opens & c TDC	Cyl. Head Bolt Tension (ft. lbs.)			Make	Thickness	Outside Diameter	Inside Diameter	Type	Parking Brake
BUICK 40 Special.....	12-14-17 1/4	50X	19-23	23-28	04	04	13"b	63-73	100N	12	O	.125	10	6	H	RW
BUICK 50 Super.....	12-14-17 1/4	50X	19-23	23-28	04	04	14"b	63-73	100N	12	O	.125	10	6	H	RW
BUICK 70 Roadmaster.....	12-14-17 1/4	50X	19-23	23-28	04	04	14"b	63-73	120N	18	Non	use d			H	RW
CADILLAC 60, 62 & 75.....	10-18	81	19-23	35	au	au	14"b	70	115N	19	L ^a	.137	11	7	H	RW
CHEVROLET Styleline and Fleetline Sp. & DeLuxe.....	18	34	17-21	35	06h	13h	1" a	70-80W	100N	15	O	.135	9 1/4	6 1/2	H	RW
CHEVROLET Sty. & Fleet. (with Powerglide Drive).....	18	34	17-21	35	d	d	16"b	70-80W	100N	15	Non	use d			H	RW
CHRYSLER Wind. & DeLuxe.....	18-20	34 1/4-38	17-20	35	08h	10h	12"b	65-70	120P	15	Bb	.125	9 1/4	7 1/2	H	Po
CHRYSLER N. Y. & Imperial.....	18-18	34-36	17-20	35	au	au	15"b	80-85	133P	25	Bb	.125	9 1/4	6	H	Po
CHRYSLER Crown Imperial.....	18-18	34-36	17-20	35	au	au	15"b	80-85	133P	25	Bb	.125	10 1/4	6 1/2	H	Po
CROSLLEY Model CD.....	20	48	17-20	25	06	09	5"b	No	90P	4	O	.125	6 1/4	4 1/2	H	RW
DeSOTO S-15-1 DeLuxe.....	20	34 1/4-38	17-20	35	08h	10h	12"b	60-65	120P	15	Bb	.125	10	7	H	Po
DeSOTO S-15-2 Custom.....	20	34 1/4-38	17-20	35	08h	10h	12"b	60-65	120P	15	Bb	.125	9 1/4	6	H	Po
DeSOTO S-17 Fire Dome.....	17	32-36 1/2	17-20	35	au	au	12"b	80-85	120P	22	Bb	.125	10 1/4	6 1/2	H	Po
DODGE Cor., Mead. & Way.....	20	34 1/4-38	17-20	35	08h	10h	8"b	EW	105P	14	T	.125 ^a	9 1/4	6	H	Po
FORD Main. & Cust. 6.....	24-26	35-38	17-20	34-37	15h	15h	18"b	65-70	100P	15	L	.125	9 1/4	6	H	RW
FORD Main. & Cust. 8.....	14-16	26-28 1/2	17-20	29-32	13-15c	17-19c	18"b	65-70	100P	22	L	.125	9 1/4	6	H	RW
FRAZER Std. & Man.....	20	38	17-20	32	14	14	10"b	30-35e	100P	13	T	.125	9 1/4	6	H	RW
HUDSON Pacemaker.....	20	39	17-20	32	08h	10h	26.7"b	60-65	100P	18 1/2	O	.203	8.687	5 1/4	S	RW
HUDSON Comm. 6 & Hornet.....	20	39	17-20	32	08h	10h	26.7"b	60-65	100P	18 1/2	O	.203	9.8125	6.375	S	RW
HUDSON Comm. 8.....	17	37	17-20	32	08h	10h	10 1/2"b	45-50	120P	18 1/2	O	.203	9.8125	6.375	S	RW
KAISER Spec. & DeLuxe.....	20	31-37	17-20	32	14	14	10"b	30-35e	100P	13 1/4	Bb	.125	9 1/4	6	H	RW
HENRY J.....	20	41 ± 1	17-20	30	16	16	9"b	60-65	100P	10	Bb	.132	8 1/2	5 1/4	H	RW
HENRY J DeLuxe.....	20	38 ± 1	17-20	30	16	16	5"b	60-65	100P	9	Bb	.138	8 1/2	5 1/4	H	RW
LINCOLN Cosmopolitan.....	14-16	26-28 1/2	17-20	29-32	O	O	18"b	J	120P	22 1/4	No	ne used			H	RW
LINCOLN Capri.....	14-16	26-28 1/2	17-20	29-32	O	O	18"b	J	120P	22 1/4	No	ne used			H	RW
MERCURY.....	14-16	26-28 1/2	17-20	29-32	13-15c	17-19c	5"b	J	100P	22 1/4	Bb	.125	10	6 1/4	H	RW
NASH Statesman.....	22	31-37	17-21	30	15h	15h	6"b	67-60	100P	10	Bb	.125	8	5 1/4	H	RW
NASH Ambassador.....	22	31-37	17-21	30	15h	15h	12 1/2"b	65-70	105P	10	Bb	.125	10	7	H	RW
NASH Rambler.....	22	31-37	17-21	30	16c	18c	6"b	67-60	90P	11	Bb	.125	8	5 1/4	H	RW
OLDSMOBILE 88 & 98.....	16	26-32	19-23	30	au	au	13 1/2"b	60-70W	115N	21 1/2	L	.136	10.5	7	H	RW
PACKARD "200".....	17	Z	17	23-28	07h	10h	15"b	60-62	100P	20	L	.125	10	6 1/4	H	RW
PACKARD "300".....	17	Z	17	23-28	au	au	15"b	60-62	100P	20	L	.125	10 1/2	6	H	RW
PACKARD "400".....	17	Z	17	23-28	au	au	15"b	60-62	120P	20	au	au	au	au	H	RW
PLYMOUTH P-22 Concord.....	20	34 1/4-38	17-20	35	10h	10h	12"b	65-70	100P	13	T	.125	9 1/4	6 1/2	H	Po
PLYMOUTH P-23 Cambridge and Cranbrook.....	20	34 1/4-38	17-20	35	10h	10h	12"b	65-70	100P	13	T	.125	9 1/4	6 1/2	H	Po
PONTIAC 6 Model 25.....	22	37	17-20	23-28	11h	13h	5"b	60W	100N	18 1/2	L	.125	10	6 1/4	H	RW
PONTIAC 8 Model 27.....	16	30	19-23	23-28	11h	13h	5"b	60W	100N	19 1/2	L	.125	10	6 1/4	H	RW
STUDEBAKER Champ. 10G.....	20	38	17-20	22-27	16c	16c	15"b	46-50W	100P	10	Bb	.125	8	5 1/4	H*	RW
STUDEBAKER Comdr. H.....	13-18	22-29	17-20	33-37	14-16	14-16	11"b	46-50W	100P	17 1/4	Bb	.125	9 1/4	6	H	RW
STUDEBAKER Land C. H.....	13-18	22-29	17-20	33-37	14-16	14-16	11"b	46-50W	100P	17 1/4	Bb	.125	9 1/4	6	H	RW
WILLYS Jeepster & Sta. Wag.....	20	51	17-21	30	18	16	9"b	60-65	100N	11	Bb	.135	8 1/2	5 1/4	H	RW
WILLYS Jeepster & Sta. Wag.....	20	38 1/2	17-21	30	14	14	5"b	60-65	100N	9	Bb	.135	8 1/2	5 1/4	H	RW
WILLYS Aero Ace & Aero Wing.....	20	39	17-20	30	18	16	9"b	60-65	100N	11	T	.135	8 1/2	5 1/4	H	RW

ABBREVIATIONS

1-10" on DeLuxe with std. 8-speed transmission.
 2-Total dwell for two points; 26° to 28° for each breaker.
 3-Hydra-Matic Trans. Std. on 60-60 Series.
 4-Each point. Total effective dwell 84° to 96°.
 5-.114 with Auburn facing

6-6" on Windsor DeLuxe.
 7-Self-adjusting, self-centering
 8-After
 a-Automatic
 b-Before
 Bb-Borg & Beck
 c-Cold
 d-Hydraulic valve lifters
 E-Note 68 to 67, cap screws 68 to 70

f-Without heater. With heater add 1 qt.
 H-Hydraulic
 h-Hot
 J-88 on cast-iron head, 48 on aluminum head
 K-Statesman 15, Ambassador 18 with heater
 L-Long Mfg.

N-Negative
 O-Over
 P-Positive
 Ps-Propeller shaft, rear transmission
 RW-Rear service brake
 S-Duo Servo
 T-Borg & Beck, or Auburn

U-Auto-Lite 17-20, Delco 17-21
 W-Warm
 X-Do not recommend using dwell meter for setting breaker point gap
 y-Tolerance of one degree, plus or minus, allowed in adjusting
 Z-Auto-Lite 27, Delco 31

BIG EARS AND TUNA

The only thing Pat ever had to quit was school.

But lack of schooling didn't stop him. He built \$600 and the habit of listening into an education that paid off.

Reading Time: 1 minute, 41 seconds

"I HAD TO quit school early, but I never stopped learning. My best teachers were big ears, bad bills and tuna. Some colleges could use a faculty like that."

Pat, a graying 47, speaks with a crisp confident voice. You'd pick him out as a man who runs a successful De Soto-Plymouth business and you'd be right.

"About those big ears," he said, "they're mine. When I was a little pitcher of 14 working as an automobile demonstrator, I used them plenty. I was so young I changed to long pants every time I had to drive. I used to listen to the salesmen who sat in the back seats with prospects. By keeping my aerial up, I discovered that most salesmen oversold—they kept on talking and muffed the sale. I never forgot that lesson.

"My second teacher was bad bills," Pat continued, "—ones I was supposed to collect, working in the collection department of an auto finance company. I found that actually there aren't too many dead beats. But there were dealers who promised things and didn't stand up to them. So people didn't want to pay until their cars were made right. I couldn't blame them. That was a lesson in service and customer relations I never forgot, either.



"By 1933, I had saved \$600," Pat recalled. "Just 28 and hungry to become a dealer. A boyhood pal—about the same age—owned a building. So we decided to go after a De Soto dealership. Both of us thought the car was tops. And we felt that in order to sell something, you have to like it yourself.

"Fortunately," Pat smiled, "De Soto was more interested in our experience and reputation than in our cash. We opened up in the depth of the depression. Never forgot our first sale—a three-passenger coupe with red wire wheels—to a school teacher, bless 'em all. It was for cash—and how we needed the money to pay bills! Several times



that first year we felt like quitting. You know there were many people who thought we were going to fail. I guess that convinced us to stick it out. When the odds are against you, you pump that much harder."

Pat paused reflectively.

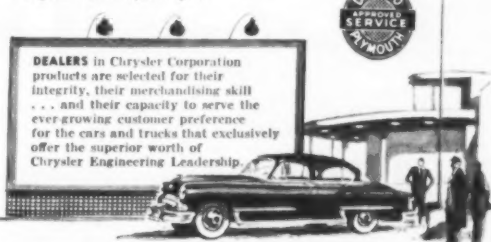
"I mustn't forget," he said, "to tell you about my third teacher—a tuna. I like to fish, and a fisherman always is after that big one. Fishing is like selling cars—you can't get discouraged too easily. After years of waiting, I finally caught up with that big one—591 pounds of tuna. It took me 3 hours to land it. Same way with this business: when I get something on my line, I'm not going to let it slip off."



Pat's informal education has paid off. Today, with 37 employees, he sells more than 900 cars yearly. He has his own paint, metal and repair shops and at present is developing his own finance company—"to handle all of a customer's needs under one roof."

"I never stop expanding," he explained. "Can't. Not if I'm going to raise my 7 children—and keep them in school."

Write for our free booklet of true stories about enterprising men. Chrysler Corporation, Highland Park 3, Michigan



CHRYSLER CORPORATION

PLYMOUTH • DODGE • DE SOTO • CHRYSLER • DODGE "JOB-RATED" TRUCKS

Fine Cars of Great Value

Ending of Vehicle Price Controls Urged by Nationwide Dealer Group

Immediate suspension of price controls on new and used automobiles and trucks has been requested by J. Saxton Lloyd of Day-

tona Beach, Fla., president of National Automobile Dealers Association, in a letter to Tighe E. Woods, director of the Office of Price Sta-

bilization.

Lloyd said the request was in line with the agency's announced policy that "under normal conditions direct price controls have no place in the American way of life" and that such controls "should be employed only when inflation endangers the public welfare and safety."

"From our experience over the many months of price controls and a careful study of the situation today, we are convinced that a price stabilization program for our industry presently serves no useful function," Lloyd said, "and hence these direct controls should be suspended."

"Reliable authorities predict increases in steel deliveries during the first quarter of 1953 and automotive industry spokesmen are predicting that a new all-time record production will be reached in 1953."

"It is clear to us that a balance between production of and demand for automobiles and trucks has been achieved, and that the continuation of direct price controls on our industry will make no contribution to the stabilization program; nor will the removal of such controls have an adverse effect on the price levels of new and used cars and trucks."

"These direct price controls involve undue administrative difficulties for our industry which are disproportionate in relation to their effectiveness."

DAVIS NAMED FOR VEHICLES

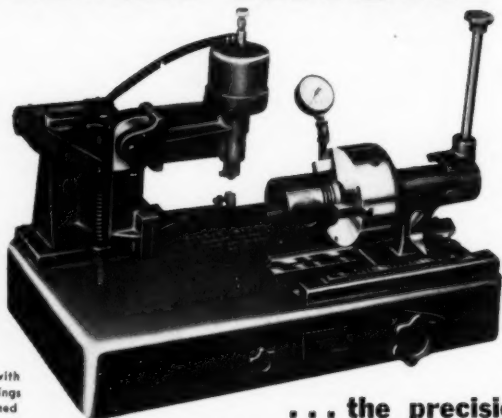
George R. Davis has been appointed director of the Motor Vehicle Division of the National Production Authority.

Davis, a government career man who had been deputy director since June, 1952, succeeds Robert Cass, who is returning to his position as assistant to the president of White Motor Co.

ALLOTING HIGHWAY FUNDS

Apportionment of the \$575,000,000 authorized as federal aid to states for highways in the fiscal year beginning July 1, 1953, has been announced by Secretary of

The new TILLIS KAM-KNURL



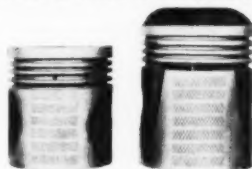
Sold with
no strings
attached

... the precision
method of knurling the piston cam

Construction: Heavy duty type—knurling pressure controlled by air—self-aligning knurling head handles pistons 2½" to 6"—piston is held securely by 3-jaw universal chuck for rotation across the cam—air speed control eliminates piston shock.

Operation: Knurls and permanently expands thrust sides by squeezing, rolling and swaging between the two roller knurls, one on the outside, the other on the inside of the piston.

Knurls available in two patterns



Diamond

Diagonal

Tillis Mfg. Co., Elkhart, Ind.
Send Catalog No. 115

Name _____
Address _____
City _____ State _____

Send Coupon Today

TILLIS MANUFACTURING CO.

P.O. Box 99, 301 W. Franklin St., Elkhart, Ind.

"Don't thank me
mister... thank
my Thor impact
wrench..."



Emergency service becomes standard service when your shop is equipped with modern Thor Electric Impact Wrenches for rapid tear-down and repair. Available in $\frac{3}{8}$ " and $\frac{1}{2}$ " capacities. Rugged, reliable, most powerful on the market. Send for Bulletin JE-1499. Thor Tools, Aurora, Ill.



VALVE REFACERS • VALVE SEAT GRINDERS • SANDERS
IMPACT WRENCHES • POLISHERS • DRILLS • SAWS
BODY AND FENDER HAMMERS • GRINDERS • HAMMERS
BENCH GRINDERS • SCREWDRIVERS • ACCESSORIES



FACTORY SERVICE BRANCHES IN 20 PRINCIPAL CITIES

SOUTHERN AUTOMOTIVE JOURNAL for DECEMBER, 1952

Commerce Charles Sawyer. The funds were authorized by the Federal-Aid Act approved June 25, 1952.

State highway departments propose projects, prepare plans, award contracts and supervise construction, all subject to federal approval. Federal participation is limited to half the cost except in the public-lands states.

For the Southeast and Southwest sums apportioned are:

Alabama	\$11,551,891
Arkansas	8,484,040

Delaware	2,397,092
Florida	9,259,517
Georgia	13,260,893
Kansas	11,983,630
Kentucky	10,085,524
Louisiana	8,927,771
Maryland	5,964,303
Mississippi	9,177,421
Missouri	15,981,742
New Mexico	7,601,130
North Carolina	13,561,380
Oklahoma	11,002,623
South Carolina	7,276,763
Tennessee	11,902,112
Texas	34,493,576

Virginia	10,823,604
West Virginia	6,156,467
District of Columbia	3,281,209

How 1953 Looks

(Continued from page 47)

fore in acquiring service and parts business. Many dealers are confronted with a need for additional physical facilities. In many instances, over-expansion may be avoided by the use of specialized equipment, making it possible to produce more income in the same area allocated to the service department.

Lastly, what about the mechanics—those begrimed and beloved chaps without whose skill and sweat we would all be left high and dry? Well, there is a crying need for new mechanics. It's a need for men who have been skillfully trained and educated in their trade rather than mechanics who acquire their knowledge "by ear" alone.

The industry is to be criticized for having failed to face up to this important problem. It is to be hoped that dealers and manufacturers alike will make the education and training of automobile mechanics one of the first orders of business in 1953.

Installment Debt to Drop, Finance Men Predict

THE nation's present installment debt is headed for an early decline, Thomas W. Rogers, executive vice-president of the American Finance Conference, said at the recent convention in Chicago.

In support of his prediction, Rogers cited the drop during July and August in the dollar volume of automotive financing handled by sales credit companies and commercial banks, the two groups that do 90 per cent of the automotive financing.

A preliminary survey indicated that the September volume would show some reduction, he said, and October probably would be at about the same level as September.

Ford Appoints Floridian

John J. Kelly, formerly a district field manager in the Jacksonville, Fla., district of Ford Division, has been appointed manager of the district business management department. He succeeds Mac M. Mruz, who recently was promoted to Southeast regional business management manager.



LEND-LEASE

Makes It Easy for You to Own These Money-Making Lisle Tools . . .

WET HONING MACHINE



Here's How Lend-Lease Works

Try before you buy! Install a Lisle Hone or Rod Aligner in your shop on a low-cost 3-month rental. See how much money they make you. You can then return the equipment — or keep it and apply your rental as down payment. Both Hone and Rod Aligner will make enough extra profit to more than pay the small monthly payments until the equipment becomes your property.

ROD ALIGNER



TEAR OUT AND MAIL COUPON TODAY

Without obligation, send details on Lisle "Lend Lease."

NAME

STREET

TOWN STATE

LISLE CORPORATION
Box 1028, Clarinda, Iowa

it's a good tool...it's a



JEEPERS CREEPER . . . now sold exclusively by LISLE

WANT TO MAKE MORE MONEY?

**Compare your present batteries with the Exide line...
and see how much more you can get with Exide:**

DEPENDABILITY—batteries so good you rarely get a comeback. Instead, they create confidence in you and in the other products you sell. More business! More money!

LONGER LIFE—more months and miles of trouble-free service—what all car owners want.

A FAMOUS NAME—known to millions through years of national advertising to your customers...over 130,000,000 Exide messages to car owners in 1952.

FULLY GUARANTEED—nation-wide.

COMPLETE LINE—with a price range that gives all classes of battery buyers more for their money.

PROVED SERVICE-ROUTINE—a sure-hit business booster and money maker for you.

AND THIS BIG PLUS—The Exide Distributor is an excellent supplier. You can count on him for fresh stock... prompt, fair adjustments... quick deliveries.

ACT TODAY...
Join the
Switch
to Exide...



ULTRA START—New leader of the famous Exide line.

THE ELECTRIC STORAGE BATTERY COMPANY, Philadelphia 2 • Exide Batteries of Canada, Limited, Toronto

"EXIDE" Reg. T.M. U.S. Pat. Off. "ULTRA START" T.M. Reg. applied for

Readers are invited to contribute to—

SHOP TALK

MORE ABOUT LPG

Chariton, Iowa

Dear Sir:

I also read the article in your August issue about LPG conversion units and would like some more information. Will one unit fit any make car or is it necessary to have

one for each make and model? Do you have to connect to the water or cooling system of the car? What is the cost of the unit and tank and installation?

Please send me any information you can and the name of the nearest dealer in this kind of unit.

H. G. PIPER

A column of informal comments about the automotive trade and its problems.



PATTERN FOR PERFECTION...

The best of materials, strict standards of workmanship, the finest tools—this is the real mechanic's pattern for perfection. Naturally, you, as a real mechanic, quickly recognize the work of others who measure accomplishment by the same standards.

Bonney wrenches fit this pattern of perfection. That is why mechanics call them America's finest—unmatched for lightness, strength, balance, and precision.

Bonney wrenches are the pride of the men who make them... the pride of the men who use them.



The skilled mechanic whose constant concern is with this pattern for perfection is exemplified in the men who produce the versatile tractors made by Bodo, Case, Allis-Chalmers, Caterpillar, John Deere, Minneapolis-Moline, Oliver, and others.

BONNEY FORGE & TOOL WORKS • ALLENTOWN, PENNSYLVANIA

We're asking the Liquefied Petroleum Gas Association, 11 South LaSalle St., Chicago, Ill., if they can give you some information along these lines.

GET A FREE BOOST!

A good example of how wholesale and retail companies can give their publicity material extra impact by tying in with current events and interests was illustrated by a recent bulletin—a regular weekly one—sent to salesmen of Mills-Morris Co., Memphis, Tenn., a few days after the elections.

Pointing out that political parties used salesmanship, the bulletin said in part:

"Let's all take a lesson from the presidential campaign. Maybe the Republican whistle stops of 1952 proved to be of greatest help. Maybe those whistle-stop accounts (small car dealers, one-man garages, one-pump filling stations) that you have been overlooking are the answer to increased sales for you.

"Are you invading every territory? Gen. Eisenhower did when he included the Democratic South in his itinerary."

At present, of course, more people are talking about Santa Claus than politics. The New Year's "bowl" games are of prime interest to a lot of folks. Every season of the year has its outstanding events that people like to talk about.

If you tie in your sales messages with what people are already talking about, chances are they'll pay more attention to what you say to them.

Please address any comments to: Shop Talk, Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 5, Ga.

"I found a new kind of HEADACHE CURE!"



Stand back—and look! Look at this point job. It's a perfect match in black spot-or-panel painting. Good-bye to those twin headaches—"Too-Light, Too-Dark!" Good-bye to re-done work. I've cured these headaches with Martin-Senour special purpose black lacquers and enamels. Best match, best adhesion, best appearance—and best coverage on over-all refinishing! These Martin-Senour features cure customer-headaches, too! Next time you want a headache cure—remember Martin-Senour **BLACKS are the right prescription!**

MARTIN-SENOUR BLACK IS PERFECT FOR THE PURPOSE

M-S 6069—Ultra Jet Black Lacquer—High-quality, dense, black with fine natural lustre for use on all-over custom lacquer jobs or spot repair work on original lacquer finish.

M-S 6092—Black Lacquer—Dual purpose, high gloss, non-lifting lacquer. It primes—it seals—it finishes!

M-S 6100—Hi-Gloss Black Lacquer—Beautiful for complete refinishing. Easy to use for spot repairing original baked enamel finish.

M-S 8006—Black (Synthol) Enamel—Finest black ever developed. For over-all or complete panel jobs. Brilliant, clean-cut lustre.

**Your N. A. P. A. Jobber has
MARTIN-SENOUR
Lacquer and Enamels**

MARTIN-SENOUR

2520 South Quarry Street, Chicago 8, Illinois

Factory Packaging . . . the only positive control from Factory to Finisher



Dear Bill,

Every time I take a spin on the highway and indulge in the typical service man's holiday of watching the condition of passing cars, I return home with a worried feeling. I wonder if any of the cars I notice are customers of ours, or if not, if they are typical of the neglect of service men and motorists.

Where it used to actually be a heavy responsibility for the mechanic to see that his customers were snug in all mechanical departments, the driver himself should

THE NUTBUSTER WRITES HIS BUDDY



YANKEE No. 1501
Spare Bulb and Fuse Kit

Complies with ICC
Reg. 193.95 (b)
and (c) concerning
on-vehicle storage
of replacement
bulbs and fuses.

Furnished less bulbs and fuses



CAPACITY
Holds 8 fuses, sixteen bulbs, one sealed beam unit.

DIMENSIONS
Only 5 1/4" high by 7 1/2" diameter. Easy to store.

SHOCK-PROOF
Sponge rubber holds bulbs firmly, cuts breakage.

2-BOLT MOUNTING
Facilitates bulb check, quick access in emergency.

If it's a

YANKEE

IT LASTS

Write for catalog today

YANKEE METAL PRODUCTS CORP., Norwalk, Conn.

have by now assumed a certain amount of that responsibility. When it used to be smart to "not know a thing about what went on under the hood or fenders of a car," the public have had a lot of education thrown at them in many ways, so they shouldn't risk their necks by rolling along in an unsafe vehicle.

Several of the boys were slamming along at a pace the speed cops shouldn't hear about, and you'd think that if they knew they were going to drive like that they'd at least get their wheels balanced so their tires wouldn't be hopping off the slab about as long as they were on it.

Noticed a number of the high-speed joes whipping along with one or more wheels beating the tar out of the suspension system while they pounded flat spots in their treads because of unbalance.

At night it was hard to tell if the headlights were lowered or not.

They were set to glare in your eyes even on the low beam. On an emergency stop they'd either drag one tire or swerve all over the place.

That's the stuff graveyards are made from. The drivers can't help but suspect something is wrong under these conditions and they should split the responsibility with their shop man and get safe. After all, Christmas is coming.

The Bull-of-the-Woods must have been sharpening his pencil again. He came out of the office last week after shuffling the repair orders for a couple hours and showed us we'd been busy as feather merchants but losing money. We'd been allowing customers to make two or three trips into the shop for several little items we should have caught the first time.

Even though the customer paid each time for the different repairs, by allowing him to require three or more repair orders and separate trips into the shop we'd actually



"If they're good enough for the car maker
they're good enough for me"

"The main part of my business is car repair, and I don't believe there's a more dangerous livelihood—at least dangerous for my reputation. The way you serve a customer can make or break you. That's the main reason I've been such a booster for factory replacement parts. Original factory parts protect my workmanship and help assure better service work. I've always said, if they're good enough for the car maker, they're good enough for me."

Earl A. Marks
2021 N. E. Union St., Portland 12, Oregon

The outstanding customer satisfaction Auto-Lite Original Factory Parts afford service men is proved by this fact: more than half of America's car makers specify Auto-Lite. Make the wise choice of original factory parts and protect your honest workmanship . . . and build your profits and your business. For full information, write direct to

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Toledo 1 Parts & Service Division Ohio



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HELPS YOU DELIVER AMERICA'S
FINEST ELECTRICAL SERVICE

ORIGINAL
AUTO-LITE
SERVICE PARTS

TUNE IN "SUSPENSE" . . . CBS RADIO MONDAYS . . . CBS TELEVISION TUESDAYS

lost money on the little jobs where we'd have made a profit if we'd done it all in one trip. It was just that simple.

He's got it figured down to a gnat's whisker just how much it costs to write each repair order. He's got the overhead figured in, and about how much it costs to move the car from the reception areas to the work stall, time taken by the mechanic to get prepared to go to work and get his parts, and darned if we don't lose dough on some small jobs even though

the mechanic beats flat rate on the item.

The shop's "take" on the job doesn't pay all the little administrative and selling costs incident to the deal.

We're looking a little deeper into each job order we write to make sure it isn't just for the laughs. The customer isn't exactly happy about taking time out to run his car over to the shop several times either.

Yrs,
Ed.

Garages Use This Plan (Continued from page 53)

ads published regularly and in which the participating shop operators are listed.

At Tuscaloosa these operators were supplied banner signs about seven feet wide and two feet deep for display at their businesses and stating:

"Ride as you pay. AUTO REPAIRING. No money down. Up to 18 months to pay. Ask about our plan."

Sawyer reported that since he and J. D. "Jake" Lee of Anniston Auto Parts first started off with the program more than a year ago, "I'll bet I have answered not less than 100 letters from jobbers and garagemen wanting to know more about the program.

"This plan has covered brake linings, kingpins and a wide assortment of work. I would say that a minimum of ten per cent of the \$135,000 financed through mine and Mr. Lee's company has been related to safety repairs. As to how many lives have been saved or injuries avoided, no human could honestly estimate. At least 200 jobs during that first year covered front end and brakes.

"I would say that the jobs financed averaged \$60 out of the total of around 2,200 repairs."

Ed Siegal commented:

"There is no limit to what this plan can mean to independent repairmen and car dealers. We do not pretend for one moment that this won't help every firm in our area in the repair business, because it helps make it possible for any owner needing repairs to get those repairs at once, provided his credit is good.

"There's no limit to how much the repairman can sell the customer in the way of needed repairs except the limit of the customer's credit. If the customer should want a set of tires, radio or accessories which the jobber doesn't carry, this can be incorporated in the loan simply enough under the kind of plan we have adopted in Tuscaloosa.

"Usually the car is worth enough at least to cover the total loan, and the finance company may take a mortgage on the car for that amount."

Matched horns made by Delco-Remy Division of GM are carefully tuned to "E flat" and "G" to insure a melodious tone when the horns are sounded together.

Herbrand's

"Bounceless"

Nylon Hammer

No. 676



This Herbrand "Bounceless" Soft Impact Hammer permits full hitting force, completely eliminating dangerous or damaging bounce characteristic of other type hammers. Ideal for body and fender work, removing tires from rims, fitting wrist pins, gears, and bearings.

"Bounceless" feature is obtained by loose shot in hollow inner chamber of head. Easily detachable tips are pressure molded from Nylon . . . the toughest, longest-lived, and most indestructible material available for the purpose. Tips resist oils and acids. . . will never chip, break, absorb moisture, or change shape. Patented interlocking head construction prevents tips from loosening in use. Handle is seasoned, top grade hickory. Weight is 1½ lbs.

Mechanic's Net \$6.50

The No. 676 is Herbrand's Tool-of-the-Month for January. See it at your Herbrand distributor or write us.



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More Cars and Trucks come factory-equipped with **FRAM** Filters than any other make

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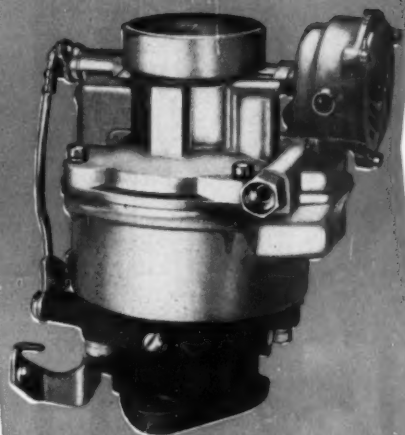
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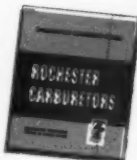


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Sun and Seas May Be Power Plants And Mines of Future, McCuen Says

SCIENTISTS and engineers in the future will look to the sun and the seas for energy and material sources, Charles L. McCuen, General Motors vice-president, told the Rutgers Occupational Vision Conference at Atlantic City, N. J., last month.

McCuen, who heads General Motors Research Laboratories, declared the sun would provide for every conceivable use of power, if a reasonably efficient means can be found to convert or utilize its energy.

"We have made only feeble attempts at utilizing this tremendous source of free fuel," he said. "Green leaves grow in the open for everyone to observe. Year in and year out nature uses her method to fix energy from the sun. Someday some man or group of men of clear vision will discover the process which nature has been demonstrating to us with every plant that ever grew.

May Be the Greatest

"That may well be the greatest discovery of all time. . . . When that day arrives, nations will no longer need to struggle and even go to war to obtain more of the fuel supplies of the world. Adequate supplies will be in every man's backyard."

He explained that in the United States "we receive an average yearly amount of energy per acre equivalent to 800 tons of coal or about 2 1/4 tons each day" from sunlight.

Meanwhile, McCuen pointed out, the time is anticipated when nuclear energy will become commercial. "We feel," he said, "that this form of power will take its place alongside the coal-burning steam plant and the hydroelectric plant.

"But," he added, "even this form of power requires fuel, uranium, which is limited in supply."

As important as the finding of new energy sources is the problem of seeking materials to support Americans in the style to which they have become accustomed, the speaker said.

"Each of us," McCuen declared, "uses 18 tons or 36,000 pounds of materials every year. For a family

of four this is 72 tons. If you retire at 65, you will have needed 1,170 tons or 2,340,000 pounds of material things. That is some 14,000 times your weight."

These materials annually required by each individual include: 14,000 pounds of fuel, 800 pounds of metals requiring 5,000 pounds

of ore, 1,600 pounds of food, 4,100 pounds of cotton, wool, pulpwood and other agricultural products; 800 pounds of non-metallic materials such as chemical raw materials, fertilizer and lime, and 10,000 pounds of building materials.

"A higher standard of living will mean a still larger consumption of energy and materials," McCuen declared. "In some metals we have ample known supplies for generations to come. In others, we are not so well off. Either we do

SAVE ON CAR REPAIRS

WITH *National* PARTS

COLEMAN COMPENSATOR
Saves Buying New 2nd Arm Assembly

Corrects slack in steering line

Re-uses original steering arm

Saves wear on King Pins, Tie Rod ends and other steering line parts

DRIVE SHAFT BUSHING & SEAL ASSEMBLY
Saves Buying A New Drive Shaft

Cut Away Showing Bronze Bushings (Patented)

Provides new bearing surfaces and heavier seal. Uses old shaft. Fits over U-joint. Install without tearing down differential.

TRANSMISSION CASE BALL SEAT
Saves Buying New Trans. Case

Keeps Ball Housing in line and prevents buckling

Helps prevent oil leakage from Trans.

Prevents Extra Wear on Rear Transmission Bearing

UNIVERSAL JOINT BALL HOUSING KIT
Saves Buying A New Drive Shaft Housing

Keeps correct shaft alignment

Patented

Prevents oil leakage around ball housing. Longer life due to oversize construction. Strengthens Housing 15%.

SPECIAL PINION BEARING ASSEMBLY
Saves Buying New Ring Gear & Pinion Assembly

Special steel race provides new bearing surface

Restores correct alignment between gear teeth

Restores original tolerances without replacing Drive Pinion and Ring Gear.

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Make quicker, more profitable repairs with genuine National Parts . . . they are EASY to install. They restore a car or truck to its original, fine operating condition, yet save major repairs because they re-use original assemblies.

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Proven by thousands of satisfied car and truck owners throughout America.

not have them in the United States or good ores are running low."

This will challenge engineers and scientists to develop new substitute materials, discover and exploit new ore bodies, find new methods to work low-grade ores commercially, use less scarce materials and exploit the seas.

He related how bromine, although very minutely present in the sea, has been made commercially available at the rate of one pound for every 15,000 pounds of sea water processed. Bromine is

used with tetraethyl lead in automotive and aviation fuels.

Building Truck Service

(Continued from page 54)

should know, but either through shortsightedness or negligence they fail to look ahead. You've got to have that foresight."

When a customer comes in for brake lining or brake shoes, Acken asks him about grease seals and wheel-cylinder kits. When another customer wants a pressure

plate assembly and clutch disc, Acken reminds him of the release bearings and pilot bearings he should have. When they come in for needed rings or wristpins, Acken suggests main bearings or timing gears.

Acken also looks into the repair orders on motor jobs in the shop. After the mechanics have made their observations on a truck, Acken looks over the stated condition and recommends parts needed.

Nor in his parts recommendations does he overlook the need for accessories. He reminds truckers of lights, mirrors, reflectors, reflector flares and fire extinguishers.

Owner George Stone believes it is Acken's good training of his assistant that will make possible placing Acken in the sales field.

How To Train Them

How does he take a young man new to a truck parts department, without mechanical experience, and train him?

In remodeling bins for expanding the parts stock and relocating the bins, the parts manager had his new apprentice print the item and bin number and identify the part with the bin label under his supervision.

"It happened to be a fortunate introduction to items and their location. I also had him check the item count with that on the inventory card," said Acken. "That further familiarized him with the set-up. From the duplicate sales ticket I had him make deductions from the inventory cards. I also had him prepare a list, after a study of the cards, of items that had not moved in six months.

"I like to keep myself informed of items that are falling into dead stock, to see whether anything can be done about them. All this contributed to his understanding."

When stock orders came in, the parts helper uncrated and checked items on the packing slips with what was received, and then binned the parts. Supervising him constantly, Acken always explained where the part was used and its purpose. But by the constant handling of parts, this apprentice became familiar not only with truck parts but with their numbers.

"Credit is due him, too, for his quick intelligence, ability to associate parts and numbers, and memory for detail which all helped in his rapid adjustment," concluded Acken.

THE WORLD'S FINEST WHEEL BALANCING WEIGHTS FOR PASS. CARS, TRUCKS AND BUSES

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When you buy Snuql you can be sure of getting the finest Wheel Balancing Weights on the market . . . designed right and made right to give better balance and better fit. Exclusive DOVE TAILED Steel Spring Clip . . . Beveled edges allow easier application and prevent clip from gouging into tire. The name Snuql (Registered Trade Mark) on every weight is your guarantee of complete satisfaction.



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Fits about 80%
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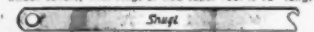
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NAME.....

FIRM NAME.....

FIRM ADDRESS.....

CITY.....STATE.....

Corpus Christi Agency Sold by George Jones

GEORGE JONES, Ford dealer at Corpus Christi, Texas, for the last ten years, has sold his dealership to J. Louis Boggus, Sr., of Harlingen, Texas.

Jones said the purchase price was more than \$500,000. He retained the buildings and land, which will be leased to Boggus.

J. Louis Boggus, Jr., will operate the firm and will be secretary-treasurer, with his father as president. The company is now called Boggus Motor Co.

J. Louis Boggus, Sr., is owner of the Ford, Lincoln and Mercury agency at Harlingen and owns a Ford agency and Boggus Tractor Co. at McAllen.

Jones said he had no immediate plans except to "just loaf for a while and do some traveling." He has been in a variety of businesses and promotional ventures, including 11 automobile agencies. He still has an interest in a Houston dealership, as well as other interests at Corpus Christi.

Whisler Heads Engineering For Gabriel Division

R. H. WHISLER, Jr., has been appointed chief engineer of the Gabriel Division of The Gabriel Co., it has been announced by J. H. Briggs, president.

Whisler formerly was chief engineer of the shock-absorber division of Monroe Auto Equipment Co., Monroe, Mich.

Curtice Succeeds Wilson As President of GM

HARLOW H. CURTICE, formerly executive vice-president of General Motors Corp., has been named president to succeed Charles E. Wilson, who was appointed secretary of defense in the new Eisenhower cabinet.

Curtice entered the automobile business in 1914 as a bookkeeper for AC Spark Plug Division at Flint, Mich.

He was general manager of Buick Motor Division from 1933 until 1948, when he became executive vice-president of GM.

Texas Used-Car Dealers Elect Tom Blundell

TOM BLUNDELL of Dallas has been elected president of the Texas Independent Automobile Dealers Association, formerly called the Texas Used Car Dealers Association.

Other officers include: Boyd Mullen of Houston and John Kincaid of Fort Worth, vice-presidents; J. P. Patterson, Amarillo, secretary, and Dale Robbins, Lubbock, treasurer.

Dick Smith of Waco is the retiring president of the group.

\$40 Christmas Bonuses Authorized by WSB

BOOTH the Wage Stabilization Board and the Salary Stabilization Board have ruled that employers may pay this year, without prior board approval, Christmas or year-end bonuses of not more than \$40, even though an employer paid a smaller bonus or paid no bonus at all last year.

If an employer paid bonuses higher than \$40 last year, he may continue to do so in accordance with WSB and SSB regulations. The \$40 bonuses cannot be paid in addition to such higher bonuses. The \$40 bonuses may be cash or a gift article.

Atlas Joins Warwick

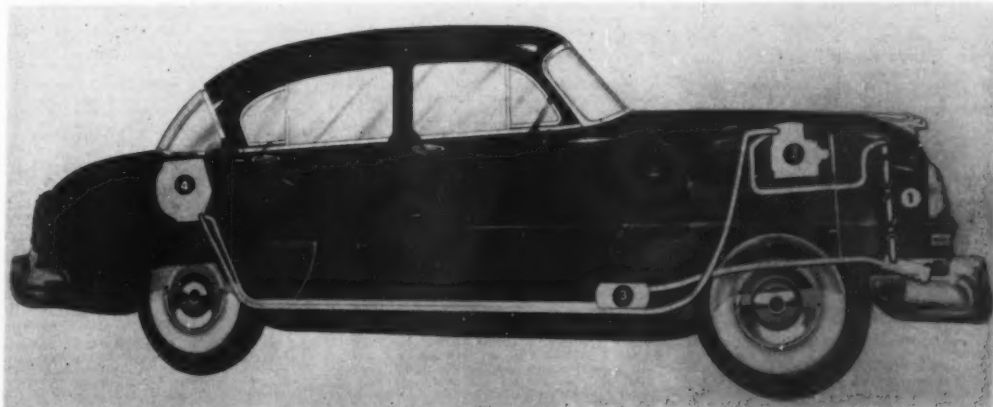
V. Walter Atlas has joined Warwick Laboratories Co., Brooklyn, as technical director. Formerly with the brake-fluid laboratory of Shell Chemical Corp. and with Foster D. Snell, Inc., consultant chemists, Atlas will head research and development of new products, as well as qualitative testing.

Willys Names Tiedemann

A. Carl Tiedemann, a native of San Antonio, Texas, who was with Hudson Sales Corp. before joining Willys-Overland Motors, Inc., has been appointed manager of the new Willys zone office at Chicago.

How the Chrysler Airtemp automobile air-conditioning unit mounts in a four-door sedan is shown by this drawing. Principal assemblies in the system are: (1) two heat-dissipating condensers mounted in the front of the car, (2) four-cylinder, V-type, belt-driven compressor mounted on the right of the engine under the hood, (3) freon receiving tank and (4) evaporator in the

trunk under the rear shelf. Actual cooling of the air is performed in the evaporator by the use of the compression-expansion principle used in household refrigerators. The evaporator assembly also contains a blower for circulating the cooled air. The first 1953 Chrysler equipped with the unit was delivered to Mrs. Arden B. Judd of Houston, Texas, just a few weeks ago.



Keep Up To Date. Send in The Card For...

- more information about NEW PRODUCTS on following pages
- copies of these new FREE CATALOGS AND BULLETINS

102 TWELVE PAGE BOOKLET IN COLOR illustrating two specialized materials for **ODOR CONTROL** in industrial housekeeping and plant sanitation work. Oakite Products, Inc., 52F Rector St., New York, N. Y.

105 WAGNER AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN. Discusses in detail straight air and air-over-hydraulic air braking systems. Contains an explanation of the operation of the Wagner Rotary Air Compressor complete with diagrams, cross section drawings, and photographs. Lists by catalog numbers component parts as well as field installation kits. Write for Catalog KU-201. Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

107 HOW PYROL PROTECTS—a pamphlet describing in detail the way in which Pyrol protects the moving parts of engines. Pyrol Co., La Crosse, Wis.

108 ATTRACTIVE FOUR PAGE FOLDER showing specifications for several models of Oakite solution-lifting steam guns. Includes all purpose, heavy duty with high pressure air or steam. Oakite Products, Inc., 52F Rector St., New York, N. Y.

110 THE PERFECT CROWN—Earle Estes Mfg. Co. is offering a 4 page booklet in color illustrating and describing how the CROWN original valve and ST-LENCES clicking noise and LUBRICATES rocker arms in all valve in head engines. Earle Estes Mfg. Co., Union City, Ga.

112 CONTOUR SPACER RING—Descriptive literature and specifications on the new Accurate contour spacer ring, castor shims and the no-slip wheel weights. Accurate Weight Mfg. Co., P. O. Box 1063, Amerius, Ga.

113 FEATHERTOUCH—colorful catalog sheets showing, with complete specifications, the "Feathertouch" valve-seat grinders. "Inchblock" valve grinder. Universal Press and many other Winona products. Winona Tool Mfg. Co., Winona, Minn.

114 AUTOMOTIVE MAINTENANCE TOOLS—New OTC Bulletin A-47 shows the easy, SAFE way to handle many automotive repair "truffles"—such as pulling bearings, bearing races, fan pulleys, axle shafts, pinion shafts, stub pinions, etc., without damage. Shows many new OTC Special Tools designed to make life more pleasant for mechanics. For a free copy, write to Owatonna Tool Company, 889 Cedar St., Owatonna, Minn.

115 THREE SERVICE MANUALS covering service operations on International Trucks, Diamond T trucks, and Four Wheel Drive Trucks. Illustrates tools in action. Owatonna Tool Co., Owatonna, Minn.

117 SCHWABER'S NEW CLAMP LOCK NUT will hold like welded on old worn-out threads. It has been tested to stand 50 tons pressure. Can be removed without injury to threads and used over and over. You can get exact adjustment to bearing since no key is needed. Tapered thread locks the nut. Schwager Mfg. Co., P. O. Box 134, Cullman, Ala.

119 RAMCO SERVICE MANUAL—5th edition. Illustrated. Gives complete data on piston ring installation—also hints on locating engine trouble—causes of oil loss—pitfalls of motor-overhauling and how to overcome. Ramsey Corp., 3698 Forest Park Blvd., St. Louis 8, Mo.

120 SAMPLE FABRIC BOOK of the Herculastic coated fabrics for custom seat covers. Waterproof, stainproof and flame resistant, they are available in wide variety of colors. Hodgeman Rubber Co., Framington, Mass.

121 "ARCWELL" restored crankshafts are guaranteed: against defective workmanship, to be within mfrs. standard specifications, properly aligned and balanced, to never flake, loosen or part from parent metal. Write for 8 page folder giving complete details. Standard Crankshaft & Hydraulic Co., Inc., 2317 Roselle Ferry Rd., Charlotte, N. C.

122 INSTRUCTION BOOK and technical data on automotive wheel alignment frame straightening, wheel straightening, and wheel balancing. Other books and pamphlets available on tire conservation methods and steering adjustments. Bear Manufacturing Company, Rock Island, Ill.

123 PERMATEX TOON-OYL is a scientifically developed product. It is a combination engine-carbon solvent, sludge preventative and film pressure-resistant. Its use produces smooth engine operation and gives protection against the formation of acid sludge and film breakdown. Permatex Co., 1720 Avenue Y, Brooklyn, N. Y.

124 MCCORD RADIATOR-CORE CATALOG—Replacement radiator cores for popular cars, trucks and tractors are listed in alphabetical order, along with a size chart showing dimensions of McCord cores. It also lists complete radiators for Ford and Chevrolet. McCord Corp., Kiplippe at E. Grand Blvd., Detroit 11, Michigan.

125 STANDARD DUTY GENERATOR REGULATORS—A 16-page 8 1/2 x 11 inch booklet covering the operation and maintenance of Delco-Remy regulators. (62 pictures). Contains illustrations showing various steps of adjustment. Will help automotive electricians understand and service regulators. Delco-Remy Service Department, Anderson, Indiana.

126 REFINISHING SPECIFICATIONS—The Andre Brown Co. has made available their 30 page booklet on refinishing, contains 4 sections. (1) Trouble Shooting—showing cause, remedy and prevention of many troubles, in chart form. (2) Table of Quantities. (3) Methods and Products. (4) Mixing and Matching. It is an excellent, well planned book with much helpful information. Andrew Brown Co., Los Angeles, California.

127 HYDRAULIC BRAKE FLUID SERVICE—HOW TO CHECK, DRAIN, FLUSH, REFILL BLEED—Easy reference book that contains helpful service instructions as well as detailed descriptions and illustrations of the latest methods and procedures for profitably servicing hydraulic braking systems. Send for Bulletin HU-17H. Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

130 SUCCESS stories and complete **MECHANICS** information on piston ring installation; also "No Job for a Dab" for distribution by garages to their customers. Burd Piston Ring Co., Rockford, Ill.

131 BURD HANDY HANDBOOK FOR MECHANICS—Information on piston ring installation; also "No Job for a Dab" for distribution by garages to their customers. Burd Piston Ring Co., Rockford, Ill.

134 STREAMLINER CATALOGS on Moog Coil action front end parts, coil springs, chassis parts and electrically heat-treated springs for cars and trucks. Moog Industries, Inc., 6651 Easton Ave., St. Louis 14, Mo.

135 HYDRAULIC BRAKE SERVICE INSTRUCTIONS AND MAINTENANCE HINTS—Explains fundamental principles of hydraulic brakes and their operation. Outlines correct procedure for brake inspection and adjustment. Gives cause and remedy for common brake troubles. Ask for

HU-197. Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Mo.

136 MCCORD MUFFLER CATALOG—Contains a complete listing of muffler, tail and exhaust pipes and merchandising suggestions on how to make more money replacing mufflers and pipes. McCord Corp., 2587 Kiplippe at E. Grand Blvd., Detroit 11, Mich.

137 DELCO-REMY ELECTRICAL SERVICE—A 20-page 8 1/2 x 11-inch booklet covering essential steps in servicing the electrical system on an automobile. Profusely illustrated (84 pictures). A must for the automotive electrician. Delco Remy Service Department, Anderson, Ind.

138 SPARK PLUG SPECIFICATION CHART covering all types of installations, designed to hang on wall, includes correct procedure on installing and servicing spark plugs. Merchandising Division, Electric Auto Lite Co., Toledo, Ohio.

139 WHAT-WHY-HOW OF TURBO-CHARGER CARBURETION—Review of scientific principles: specifications and installation instructions. Turbo Charger Sales Co., Tyler, Texas.

140 PRESSURIZED COOLING SYSTEM servicing and maintenance of the pressurized cooling system is detailed in a booklet available from Stant Fig. Co., Connersville, Ind.

141 NEW PISTON RING CATALOG and full Power Story on Moog X-Plus Piston Rings for motor reconditioning. Moog Piston Ring Co., 6151 Easton Ave., St. Louis 14, Mo.

142 IGNITION—Catalog on Automotive ignition parts, wire and cable backed by customer satisfaction since 1921. Guaranteed by Andrews Mfg. Co., 924 S. Theresa Ave., St. Louis 8, Mo.

143 NATIONAL MACHINE LINE—New, fully illustrated pamphlet describing function and construction of National Drive Shaft Bushing and Seal Assemblies. Universal Joint Ball Housing Kit. Transmission Case Ball Seat and Coleman Steering Compensator for Chev. Cars & Pickups and most G M C Pickups. Special Pinion Bearing Assembly for most Chev., Buick, Olds and Pontiac models. National Machine Works, Inc., Oklahoma City 9, Oklahoma.

144 AUTOMOTIVE SERVICEMEN'S HANDY HANDBOOK—A simplified reference book for the operation, checking, tune-up and repair of auto, truck and tractor engines. Burd Piston Ring Company, Rockford, Ill.

146 CHAMOIS ROLLER—Complete literature showing the Speedy line of electric and manual chamois rollers, chamois and concentrated chamois cleaner. Speedy Mfg. & Sales Co., 523 N. Bivins, Amarillo, Texas.

147 COOPER PASSENGER CAR TIRES—A colorful brochure showing the Cooper line of passenger car tires. Manufacturers Warehouse, Inc., 684 Spring St., N.W. Atlanta, Georgia.

150 ELECTRIC POWER DRIVE—Bulletin DH 397 contains complete information on the New Manley P D-3 electric power drive which now requires no power take-off. Gives the operator a movable push-button control make a safe easy one-man job of tough hoisting operations. Manley Div. American Chain & Cable, York, Pa.

152 E-ZEE-ON DOOR REPAIR PANEL CATALOG—Illustrated brochure. E-Zee-On line for most car models 1941-1952 both passenger car and trucks. Graver Industries, P. O. Box T 4027, Cleveland 23, Ohio.

153 SERVICE MANUAL FOR SPARK PLUGS—and how to properly service them—completely described in the new **SERVICE MANUAL No. 7K** now offered by Champion Spark Plug Co., Toledo, Ohio.

154 V-O CLEANERS—Complete information on the new improved V-O line of cleaners. Includes V-O SIP (heavy-duty steam cleaner) V-O TUFF (heavy-duty concrete cleaner) V-O BOY (concrete cleaner) V-O Gel (water conditioner). No cost or obligation for the complete Virginia Carolina International literature. Virginia Carolina Chemical Corp., Chemicals Division, 401 East Main St., Richmond, Va.

164 AIR-FUEL PUMPS AND ANTI-PULSATION GASOLINE FILTERS—New and Rebuilt Fuel Pumps, Combination Fuel and Vacuum Pumps, Repair Kits and Anti-Pulsation. Catalog AX64. Airflow Automotive Division, Inc., Fairfield, Ill.

172 WILLARD DRY BATTERIES—“A” and “B” Power Packs, “B” and “G” Power Packs, “A” Batteries, “B” Batteries, “G” Batteries, General Purpose Batteries, Portable Lateral Batteries, Radio Storage Batteries, Interchangeable Data, Willard Storage Battery Company, Cleveland 1, Ohio.

175 HOW TO MAKE MORE MONEY REBUILDING CARBURETORS—Describes, for the first time, how an average mechanic can become a carburetor expert in one week, with the revolutionary “Hydrex” Carburetor System of Carburetor Re-building. Tells how he can earn an extra \$2.50 per carburetor and then 25% off work time. Hydrex Products Division, Standard Motor Products, Inc., Long Island City 1, N. Y.

185 SERVICE MANUAL FOR THE DOCTOR OF MOTORS—A comprehensive and thorough reference book which puts special emphasis upon the diagnosis of excessive oil consumption and the proper procedure for piston-ring installation. It includes special instructions to follow when working upon certain makes and models of cars, a listing and description of recommended ring tools, and an interesting, informative account of the development of the modern automotive piston ring. It is a non-technical explanation of a technical subject. Perfect Circle Co., Hagerstown, Indiana.

195 CATALOG presenting the entire Yankee line of lamps, mirrors, and specialties in twelve pages. Each item is illustrated and given in condensed form. Items are classified for quick reference. Catalog is Kalamazoo punched for filing. A separate page is devoted to a description of the various adjust and side Yankee Motor Products Corporation, Norwalk, Connecticut.

197 SPARK PLUGS—Condensed four page specification folder for passenger cars, including 1961 models. “Wipe Check” Indicator and Data Book also available. This service tool is designed to assist service men in diagnosing spark plug head race problems. The Electric Auto-Lite Co., Merchandise Division, Champaign 4, Champaign Ill., Toledo 1, Ohio.

214 THE WHYS AND HOWS OF VOLTAGE AGE REGULATORS—Explains in simple language, every detail of Voltage Regulators—how they work, why they are important, how to adjust and service them. In 16-page handy pocket size edition, with many working drawings to clarify and illustrate the text. Standard Motor Products, Inc., Long Island City 1, N. Y.

216 “REKIND THE SPARKER”—Facts and figures on how heavy duty Ignition Parts differ from others and why they are needed. “REKIND THE SPARKER” describes how long life, peak performance are built into heavy duty Ignition parts. Written in non-technical language. STANDARD MOTOR PRODUCTS, Inc., Long Island City 1, N. Y.

217 “SELDOZ-O-CHART” Illustrates 171 models for late model cars, 1949-1961. The Selldoz-O-Chart simplifies ordering and shows at a glance what parts to use and where they go. Schofield Mfg. Co., 1140 E. 27th St., Cleveland 17, Ohio.

218 CLAYTON DYNAMOMETER gives you an inside road test, always controlled, for diagnosing, adjusting and testing any car under all driving conditions. Easy & simple to install & operate. Can cut costs & increase parts labor sales 50% to 70%. Write for catalog & profit story. Clayton Mfg. Company, Box 550, El Monte, Calif.

222 “WHAT PRIOR QUALITY”—Read how Ignition parts should be made and why. “WHAT PRIOR QUALITY” tells the story of the making of quality Ignition parts. Written in non-technical language. Standard Motor Products, Inc., Long Island City 1, N. Y.

249 CATALOG NO. 47-A AND SUPPLEMENT describes car applications data on generator and starter armatures and field coils. Contains valuable interchangeability data on all passenger cars through 1958. Making generator and starter armature applications for the popular trucks. Arrow Armature Co., 15 Fordham Road, Boston 24, Mass.

250 CATALOG NO. 50-6 describes car complete line of generator and starter motors. Complete car application data is included in this booklet for all passenger cars and popular trucks through 1959. Arrow Armature Co., 15 Fordham Road, Boston 24, Mass.

270 COOLING SYSTEMS, WHAT YOU SHOULD KNOW ABOUT THEM—16 pages, carefully written and clearly illustrated with diagrams and pictures. Tells you everything you need to know about the mechanics of cooling systems, helps build a better cooling system service. Warner-Patterson Co., 900 S. Michigan Ave., Chicago 5, Ill.

300 THE BIKELITE MFG. CO. has available for distribution a colorful and fully illustrated 26 page catalog of Bikelite products. Includes: rear view mirrors, inside door handles, clothes hangers, gas door guards and many other quality automotive accessories and parts. Bikelite Mfg. Co., 2225 Indiana Avenue, Chicago 16, Illinois.

304 ILLUSTRATED FOUR-PAGE OIL OR FOLDER—Showing the operation and construction features of the new Storm-Vulcan Turbo Blast, a parts and motor block cleaner, with handy specification table. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 5, Texas.

309 OIL FILTER & REFILL, RAPID REFERENCE CATALOG has easy-to-use Replacement Chart which alphabetically lists makes of cars and cross-indexed makes of filters for cars, trucks, buses and tractors. Illustrates and describes Champ Multi-Screen and Standard Refills, plus retailer promotional helps. Champion Laboratories, Inc., Catalog Dept., 123 Charles St., Meriden, Conn.

323 BRAKE LINING—A new 18 page condensed catalog together with comprehensive dealer wall chart listing make lining recommendations for all popular passenger cars, commercial cars, etc. Vehicles are listed by year and model. Recommendations are made both for riveted and for bonded lining. World Brake Corp., P. O. Box 248, New Castle, Ind.

331 ORLO GRILLE GUARD catalog pages showing the many types available for back cars and trucks from 1946 to 1961 models. Orlo Products Co., St. Boston 18, Mass.

332 CURVED WINDSHIELD INSTALLATION MANUAL—28 page book explains removal and installation procedures for curved safety plate windshields and Tufflex Plate Glass backlights. Well illustrated. Libbey-Owens-Ford Glass Co., Dept. 6A2, Nicholas Bldg., Toledo 3, Ohio.

336 NEW FILMO IGNITION PARTS CATALOG—Big 160-page catalog contains complete listings of all Filmo Ignition Replacement Parts for practically every make and model of car, truck, bus and tractor. New simplified listings make the new Filmo Catalog exceptionally easy to use. F. A. D. Mfg. Co., 6345 W. Chicago Avenue, Chicago 51, Ill.

338 DIRECTION SIGNAL SYSTEMS—GUIDE showing area by area procedure in servicing direction signal systems. Includes circuit diagram as well as TUNG-SOL flasher unit replacement chart. Tung-Sol Lamp Works, Inc., 95 9th Avenue, Newark 4, N. J.

340 RADIATOR AND WATER CLEANER—Catalog describing new radiator and water cleaner. Unit easy to install, priced economically, two models fit 28 cars, trucks and buses. Cartridge easily and quickly changed. Fram Corporation, Providence 10, R. I.

341 SERVICE MANUAL FOR AUTOMATIC TRANSMISSIONS—Details and illustrations for checking level and changing fluid on Hydra-Matic, Dynaflow, Power glide, Chromatic, Chrysler Field Drive and Hudson Wei Glash. The Bell Co., Inc., 407 N. Wolcott Ave., Chicago 28, Ill.

347 SHOCK ABSORBERS—A new shock absorber specification outline, reduced to 8 pages, including complete alphabetical and numerical listings on shock absorbers for all makes and models of cars. Available through Monroe Warehouse Distributors and Jobbers or by writing direct to the Monroe Auto Equipment Co., Monroe, Mich.

305 KOTAFIN CRANKSHAFTS IN-GRADE BEARING LIFE—A new service booklet, “Stop Bearing Failures,” for the benefit of users of reconditioned crankshafts. Booklet clearly shows the cause of most early bearing failures, and how the KOTAFIN process prevents them, also lengthens bearing life. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 5, Texas.

315 BETTER IGNITION by Delco-Remy—10-page, 2 1/2 x 11 inch booklet covering theory, operation and maintenance of Delco-Remy Ignition equipment. Contains 71 illustrations. Will help automotive electricians understand and service Ignition equipment. Delco-Remy Service Department, Anderson Ind.

320 NEW DEALER CATALOG OF MOTOR REBUILDING EQUIPMENT features the complete Storm-Vulcan jobber line of engine rebuilding machines. Attractively printed in two colors, punched and plotted for inclusion in jobber salesman's catalogs. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 5, Texas.

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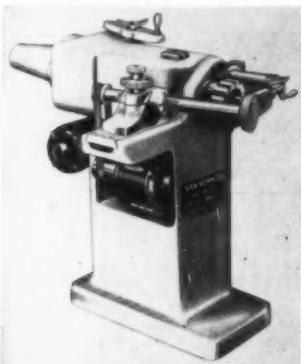
- Please be sure to fill in your Firm's Name and your position on the Coupon. This service cannot be extended to you unless this information is furnished.



New PRODUCTS AND CATALOGS

810—Brake-Drum Lathe

No. 302 brake-drum lathe, handling drums up to 24" in diameter and 10" wide, is now available from Van Norman Co., Springfield, Mass.



The unit takes all passenger car and 2½-ton drums with wheels and tires mounted, as well as extra-heavy truck drums, the manufacturer said. It turns and grinds simultaneously.

Want more info? Use coupon on page 98 and you will get it!

811—Interchange Manual

The 19th edition of its interchangeability manual, containing 608 pages and listing 600,000 interchanges, has been issued by The Hollander Manual Co., 7007 Walker Ave., Minneapolis 16, Minn.

The manual shows interchange of parts with the same numbers, parts with different numbers and parts that can be altered to fit. Body and chassis parts are included. Price of the manual is \$24.50 postpaid.

Want more info? Use coupon on page 98 and you will get it!

812—Power Drive

The PD-3 electric power drive, a completely enclosed unit to convert hand-operated wrecking cranes into power cranes, has been announced by Manley Division, American Chain & Cable Co., Inc., York, Pa.

The drive is operated by a truck battery or other 6-volt battery. Push-button control box can be carried by operator to best control position for individual job or permanently attached to a convenient place on rear of truck. The power drive is designed for use with the WC-3 and

WCJ-3 wrecking cranes. It may be installed on units already in use, the manufacturer said.



Want more info? Use coupon on page 98 and you will get it!



AIRTEX
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is pleased to announce a
change in the name of its
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CHEFFORD MASTER MFG. CO. INC.
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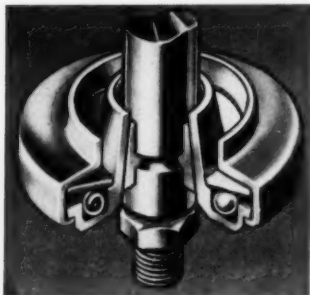
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813—Valve Rotators

Three types of valve rotators, designed to reduce valve troubles and give longer valve life, are now being marketed by Thompson Products, Inc., Cleveland 3, Ohio, it was announced last month.

The Rotocap (shown in illustration) turns valves approximately 6° every time they open and close. It



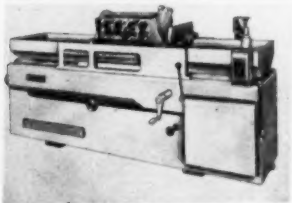
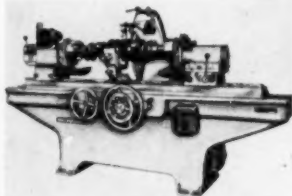
replaces the regular valve spring retainer cap and may be installed either at guide end or tip end of valve. It is suitable for L-head and valve-in-head engines. A release-type Rotocap and a fraction-type rotator are also available, the manufacturer's announcement stated.

Want more info? Use coupon on page 98 and you will get it!

814—Grinders

A crankshaft regrinder with a capacity of 60" by 18" and a head grinder with a capacity of 46" long and 14" wide are now being marketed by Van Norman Co., Springfield, Mass.

No 460 crankshaft regrinder (top photo) is equipped with the Rap-



O-Matic wheel-head control and has a stroke capacity up to 7". No. 562 head grinder (lower photo) is a wet type for accuracy and precision finish without dust. It has automatic feed.

Want more info? Use coupon on page 98 and you will get it!

815—Bead Breaker

An improved bead breaker for use on the new hump-type safety rims, as well as other types of safety rims, has been added to the line of Bishman Manufacturing Co., Osseo, Minn.

One lever of the tool inserts the jaws and the other lever quickly



breaks the bead, the manufacturer said, even though hump makes bead difficult to break by conventional methods. The adjustable cross bar fits all rims from 15" to 19". Tool can be used with wheel on or off the car.

Want more info? Use coupon on page 98 and you will get it!

816—Heavy-Duty Batteries

The XF line of heavy-duty batteries for gasoline and diesel trucks and off-the-highway equipment has been announced by The Electric Storage Battery Co., Automotive Replacement Sales Division, Box 8109, Philadelphia 1, Pa.

The 6-volt models are made with 21, 25 and 41 plates per cell and with capacity ratings of 168, 200 and 336



ampere hours at the 20-hour rate. The model with 21 cells is illustrated. The 12-volt units are made with 13, 21 and 25 plates per cell and with capacities of 100, 168 and 200 ampere hours at the 20-hour rate. New grid alloy, new active material and combination retainers and separators are said to give longer life.

Want more info? Use coupon on page 98 and you will get it!

817—Tool Catalog

A catalog on its complete line of parts, tools and supplies for radiator repairs has been issued by Inland Manufacturing Co., 1108 Jackson St., Omaha 8, Nebr. The different items are illustrated and specifications are given.

Want more info? Use coupon on page 98 and you will get it!

818—High-Strength Electrode

Eutectrode 670, a low-heat electrode said to produce a high-strength bond for bumper brackets, bumpers and similar applications that must withstand severe impact, is now being marketed by Eutectic Welding Alloys Corp., 40-40 172nd St., Flushing, N. Y.

Bumper bracket shown in top illustration was repaired with the non-fusion surface-alloying technique



that avoids the use of high heat that might destroy strength of bracket metal at point of joining.

Weld area was cleaned and thoroughly veed (lower photo) and machine set at 100 amp. DC reverse polarity. A 1/8" electrode was used to tie in at the base of the vee and stringer beads were applied with a 5/32" electrode. Each deposit was allowed to cool before peening to remove residual stresses. Arc was directed upon the deposit at all times.

Want more info? Use coupon on page 98 and you will get it!

819—Air Sander

A straight-line action, single-pad air sander, featuring a built-in water spray for wet sanding work and available with either rubber or felt backing pads, has been added to the line of National Air Sander, Inc., Rockford, Ill.

Model 600, as it is identified, weighs 5 lbs. and operates at 3,200 rpm. It has a 5/16" pad stroke and 25 sq. in. of abrasive area. Improved paper holders permit simple and quick paper changes.

Want more info? Use coupon on page 98 and you will get it!

820—Ignition Sets

Waterproof ignition sets with spark-plug-terminal covers, designed to protect plugs from moisture and prevent flashover, have been announced by The Electric Auto-Life Co., Merchandising Division, Toledo 1, Ohio.

Called Neosheath sets, ten numbers are available to fit passenger cars now on the road.

A 23" battery ground cable and a 51" switch-to-starter cable have also been added to the line.

Want more info? Use coupon on page 98 and you will get it!

MARVEL keeps

NEW CARS NEW LONGER...

USED CARS IN USE LONGER...



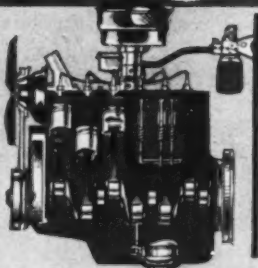
Profit-minded dealers and repair shops know the best advice they can give a customer is to suggest Marvel in the crankcase and gas tank.

Whether he has a new car or used car, it's advice a driver can hear in the hum of his motor... *feel* in the smooth, powerful thrust of his car.

For Marvel really registers — in the increased mileage a man gets out of his car per gallon... in the lower service charges he shells out at inspection intervals.

Moral: There are times when talk pays off in repeat business. These are the times you talk up Marvel Lubrication Service.

**FOR MORE PROFITS —
PUSH MARVEL MYSTERY OIL
AND THE MARVEL INVERSE OILER**



Marvel in the crankcase lays a strong, heat-resistant film of oil on all moving parts... eliminates hydraulic valve chatter... provides ring seal... cleans, cools and protects bearings and vital upper cylinder regions. The car runs for many more engine miles per dollar.

Install a Marvel Inverse Oiler for direct lubrication to the heart of the engine. Feeds in direct proportion to horsepower curve through inverse ratio to manifold vacuum. No other oiler works on this principle! Fully adjustable. Easy to install. Fully guaranteed.

Your jobber can supply you, or write:
EMEROL MANUFACTURING CO., INC.
Dept. 172, 242 W. 69th St., New York 23, N. Y.



821—Key Case

A magnetic key case that can be attached to underside of fender, bumper or other part to hold spare car or house keys has been announced by Glass Laboratories, 407 Douglass St., Brooklyn 17, N. Y.

The magnet is strong enough to



hold the case in position through even the hardest jars and bumps, the manufacturer said. Case is of lithographed metal for longer life.

Want more info? Use coupon on page 98 and you will get it!

822—Gasket Assortment

The GA200 fuel-pump gasket assortment, featuring 250 of the most popular gaskets, has been announced by Airtex Automotive Division, Fairfield, Ill.

The assortment is housed in a sturdy hinged box to protect gaskets. Each number is in a separate compartment with a picture of the gasket, its number and its application



printed on the inside cover of the case.

Want more info? Use coupon on page 98 and you will get it!

823—Pulse Generator

An ignition system for high-compression natural-gas engines, using a new type of pulse generator for timing firing of fuel mixtures, has been developed by American Bosch Corp., Springfield, Mass.

The ignition system is said to be capable of producing output potentials up to 30,000 volts and to allow engines to run for six months without shutdown, even for inspection of spark plugs. No breakers are in operation during running and no distributor is employed. Breakers are used for starting only and are automatically retracted mechanically during normal engine operation. At operating speeds, the rotor and two ball bearings are the only moving parts, making for trouble-free service. Either gear or coupling drive may be used.

Want more info? Use coupon on page 98 and you will get it!

824—Clutch Sets

A line of clutch sets for popular cars and trucks, containing throwout bearings, gaskets and other auxiliary parts needed to do the job properly, is now available from Accurate Parts Manufacturing Co., 12435 Euclid Ave., Cleveland 6, Ohio.

Clutch plates and clutch pressure assemblies are matched for adequate release and smooth engagement. They are packed with auxiliary parts in a handy package. Illustrated instructions on clutch removal and installation are included with each set.

Want more info? Use coupon on page 98 and you will get it!



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The Monkey Grip Display Merchandiser is like an extra salesman on the floor. It's designed for EXTRA sales and EXTRA profits.

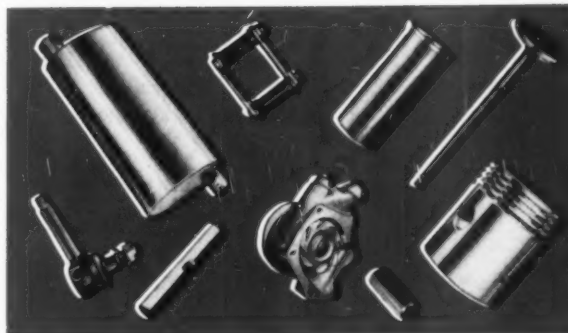
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What my Repairman told me about Permite Parts



WHEN I drove my mileage-weary, travel-worn car in to my repairman for a much-needed engine overhaul, he gave me a cheerful report. "When I take those worn parts out and install new Permite Pistons and Valves, that old veteran will run like new."

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"Permite Pistons, Valves, Pins and other parts are used as original equipment in many of today's automobiles, trucks and buses. Permite Parts always fit right, perform right, and stand up to the hardest service. I install high quality Permite Parts to protect my reputation for good workmanship. And I can get from my nearby Permite Jobber the Permite Parts I need for any make or model of car, truck or bus. You can't go wrong with Permite!"

So, why don't you — on that next job install Permite Parts? They make good friends.



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PISTONS • PISTON RINGS • VALVES • VALVE GUIDES • VALVE STEM KEYS • VALVE SPRINGS
WATER PUMPS • WATER PUMP PARTS • CYLINDER SLEEVES AND ASSEMBLIES • TIE-ROD ENDS
CRANK SHAFTERS • KING BOLT SETS • BUSHINGS • MUFFLERS AND CLAMPS • TAIL PIPES

825—Reflective Strips

Red reflective strips that can be applied to rear bumpers of cars to reduce the chance of rear-end accidents at night are now being produced by Day-Nite Reflective Sign Co., 275 Boulevard, N. E., Atlanta, Ga. The material, which lights up when struck by headlights of cars, is easy to install and is said to last several years.

Want more info? Use coupon on page 98 and you will get it!

826—Tube-Repair Kit

Service kit F-100, containing materials for repairing automobile tubes

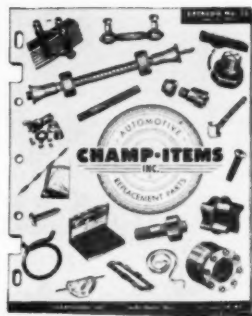
and other synthetic-rubber products without the use of heat, has been placed on the market by H. B. Egan Manufacturing Co., 101 Commercial, Muskogee, Okla.

The Camel assortment contains five sizes of bevel patches, a 100" two-sided bevel roll, two half-pint cans of rubber solvent and a buffing stick. Metal cabinet keeps bevels clean and ready for use.

Want more info? Use coupon on page 98 and you will get it!

827—Parts Catalog

A revised catalog on its complete line of automotive replacement parts has been issued by Champ-Items,



Inc., 6191 Maple Ave., St. Louis 14, Mo. Catalog No. 53, as it is identified, contains a number of new items added to the line recently by the company.

Want more info? Use coupon on page 98 and you will get it!

828—Portable Charger

The "Little Giant" portable 6- and 12-volt fast charger, featuring a dry rectifier and protected by an automatic reset circuit breaker, has been added to the line of King Electric Equipment Co., 9123 Inman Ave., Cleveland 5, Ohio.

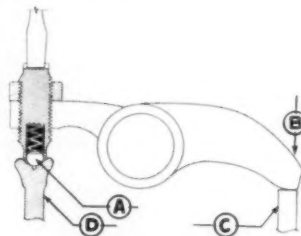
Model BC-54, as it is identified, reportedly will restore starter operation in five minutes and recharge 6- or 12-volt batteries in two hours or less. It is housed in an attractive lightweight case with carrying handle.

Want more info? Use coupon on page 98 and you will get it!

829—Valve Silencer

Valve screws designed to silence tappet noise of overhead valves have been introduced by Q-T Distributing Co., 1223 N. E. Alberta St., Portland 11, Ore.

Ball and spring ("A" in illustration) maintain rocker-arm tappet (B) in constant contact with valve stem (C).



the manufacturer said, which stops hammering between tappet and valve stem. In addition, ball and spring cushion the impact of push rod (D) against valve screw to eliminate noise at this point. Screws are made for Chevrolet, Buick and Nash passenger cars.

Want more info? Use coupon on page 98 and you will get it!



Sludg-Master* Improves Mileage

You don't have to be an auto mechanic to give your customers advice on how to prevent engine repairs. Just recommend Sludg-Master as first aid when you run into a case of sticky valves or rings.

Of course, it helps — raises your customers' opinion of you — if you can explain to him briefly, but convincingly, why Sludg-Master should be the thing to use before expensive cures are needed.

You'll find all the facts in an interesting booklet entitled "Engine Deposits and How They Grow." Get a free copy from your jobber, or send a postcard direct to us.

*NOTE: Formerly Six Master — Some time ago, the name of the famous Six Master was changed to Sludg-Master . . . the outstandingly successful formula has not been changed in any way.



NO FUSS
NO MUSS
JUST POUR
NO MORE

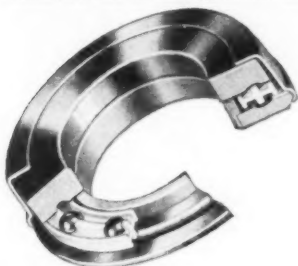


PRODUCTS WORK WHILE YOU RIDE
Chemical Company
Mfg. Chemists
36 CRIGHTON ST., CAMBRIDGE, MASS.
THE SILENT PARTNERS OF MOTOR EFFICIENCY



830—Clutch Bearings

A line of clutch release bearings with nylon-thermoplastic ball retainers to stand up under the severe operating strains of this application has



been introduced by Airtex Automotive Division, Fairfield, Ill. The toughness and stability of the nylon produce a resilience that permits each ball to absorb its full share of the bearing load, a company announcement said. Centralization of the ball retainer is automatic because every ball cavity is contoured and cored in opposite directions.

Want more info? Use coupon on page 98 and you will get it!

831—Shock Absorber

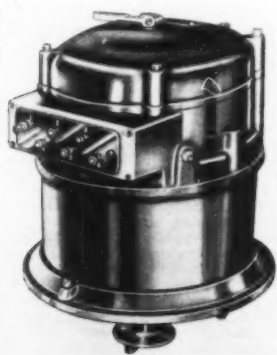
Monro-Matic shock absorbers, featuring two-stage, restricted-orifice valves for comfortable rides on both rough and smooth roads, are now available for replacement service from Monroe Auto Equipment Co., 1400 E. First St., Monroe, Mich.

Compression stroke is controlled by four times more fluid than formerly used in direct-acting shocks, a company announcement said. Fluid passages have been designed to restrict oil flow at higher piston velocities so rate of control increases with increased piston speed. The degree of restriction may be increased or decreased to obtain maximum ride performance.

Want more info? Use coupon on page 98 and you will get it!

832—Ignition System

An ignition system for high-compression natural-gas engines, featuring a pulse generator for the timed



firing of fuel mixture, has been announced by American Bosch Corp., Springfield, Mass.

The system is capable of producing output potentials up to 30,000 volts, the manufacturer said, and will allow engines to run six months without shut-down. No breakers are in operation during running and no distributor is employed. Breakers are used for starting only and are automatically retracted mechanically during normal engine operation. Either gear or coupling drive may be used with the unit. The unit is about 11 1/4" in diameter and stands 12 1/2" above mounting.

Want more info? Use coupon on page 98 and you will get it!

833—Pressure Switch

A pressure switch for sounding a buzzer or other warning when air pressure in a tank falls below the safety level is now being produced by Rochester Manufacturing Co., Inc., Rochester 10, N. Y.

Designed primarily for trucks and buses using air brakes, the switch has a pressure-sensitive diaphragm enclosed in a one-piece steel case. When air pressure in the air receiver tank drops below the predetermined safety point, usually about 60 lbs., the diaphragm completes an electrical circuit through a linkage.

Want more info? Use coupon on page 98 and you will get it!

GET ON THE BALL!

CASCO

CASCO SPOTLIGHTS
FINEST MADE!
INNER CONTROLLED!

Powerful sealed beam light turns in a complete circle. Smart, streamlined design... heavily chrome-plated.

JUNIOR No. 5-40 Thru-the-Post No. 5-25 Thru-the-Door RETAIL \$19.00	STANDARD No. 5-41 Thru-the-Post No. 5-26 Thru-the-Door RETAIL \$19.50 <small>(Also available for 12 volts)</small>
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FAN HUB
REPLACEMENT ASSEMBLY
TRENDING NOW MARKET EVERY DAY

Worn out fans of every make are replaced daily with the reliable CASCO Fan Hub Assembly. Merchandising package includes 6 Fan Hub Assemblies—each 3 mounted on display card. No. P-14 RETAIL \$2.05

SMART, NEW, LUCITE
ILLUMINATED
FENDER GUIDE

Universal Thru-the-Fender mounting. Fully adjustable for all cars. Light in mounting base illuminates full length of rod. Extra brilliant at top.

Display card FREE with each 6.	Order No. A-31 RETAIL \$2.75
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CASCO 2-SPEED
6" RUBBER-BLADED AUTO FAN
QUARTY DEPENDABLE!

Fans have chrome-plated metal trim and swivel arm. Motor case is die-cast, has universal mounting brackets for quick, easy installation.

No. P-11 16 volt	RETAIL \$8.75
No. P-12 12 volt	RETAIL \$9.75

CASCO "SPOTLIGHT MIRROR"
FITS ALL SPOTLIGHTS

Double thick, polished bevel glass exposed in heavy gauge brass, chrome plated shell, swivels on ball and socket to die cast mounting arm. Attaches to back shell of spotlight.

No. 5-10	RETAIL \$3.00
----------	---------------

NEW! CASCO
ON-THE-POST SPOTLIGHT
MOUNTS COMPLETELY ON OUTSIDE OF CAR. CONTROLLED BY DASH SWITCH

This chrome beauty has all the light power and maneuverability of more expensive spots—yet can be installed in minutes.

No. 5-240	RETAIL \$14.00
-----------	----------------

(Also available for 12 volts)

Dependable Products For **CASCO** Over a Quarter Century

Casco Products Corp., Bridgeport 2, Connecticut

Southeast Repr.: LAWRENCE M. HIRSIG & CO.
American National Bank Bldg., Jacksonville 7, Fla.

Southwest Repr.: HIRSIG-FRAZER COMPANY
4333 Belmont Ave., Dallas 4, Texas.

836—Fluid Indicator

A fluid-level indicator for hydraulic brakes, designed to warn the driver when fluid is low or when there is line leakage, has been announced by General Metal Products Corp., Box 108, Wilmington, Ohio.

The Ever-Safe, as it is called, can be installed on cars, trucks or tractors. The device consists of a float mechanism that replaces the master-cylinder plug. The float plunger rod operates an electrical contact, closing a circuit when brake fluid in master cylinder reaches a minimum safe operating level. This turns on a red warning light on the dash. Electrical connections are made at the ignition

switch so the unit is in operation when the switch is on.

Want more info? Use coupon on page 98 and you will get it!

837—Heavy-Duty Mirrors

A line of heavy-duty mirrors for buses, trucks, tractors and panel deliveries, available in five head styles and with two types of mounting brackets, has been announced by Auto Lamp Manufacturing Co., 2909 Indiana Ave., Chicago 16, Ill.

The adjustable hinge-type universal mounting fits hinges from 2" to 3" and provides adjustment at any angle. The body-mounting type with U & L bracket permits adjustment of



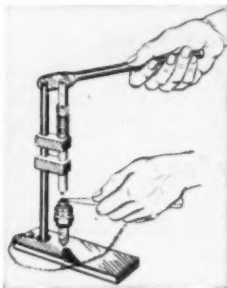
mirror at any point on its arc of vision. Heads have swivel-ball joint and mirrors are available with clear or non-glare glass, according to the manufacturer.

Want more info? Use coupon on page 98 and you will get it!

838—Gapping Tool

A spark-plug gapping tool with six thickness gauges, constructed for bench mounting, has been placed on the market by Blue Crown Spark Plug Co., 1800 Winnemac Ave., Chicago 40, Ill.

The gauges have a tapered design that fits various sizes of standard



single and double-gap plugs. To operate, mechanic places plug in tool, electrode end up. The proper gauge for the gap size desired is inserted between the center electrode and the ground electrode. A tap of the hand on tool handle drives blunt-tipped device down on the electrode, setting gap.

Want more info? Use coupon on page 98 and you will get it!

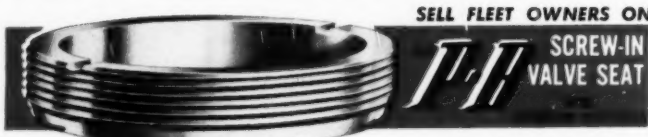
839—Tune-up Chart

A two-color wall chart of tune-up specifications for American passenger cars through 1952 models has been issued by Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island 1, N. Y.

Specifications are given for compression, spark-plug gap, cam angle, spring tension, float level, fuel-pump pressure, timing settings, valve clearances, generator amperage and voltage settings and for making carburetor float-level adjustments. Specifications are included for Chevrolet, Dodge, Ford, GMC and International trucks.

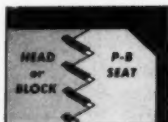
Want more info? Use coupon on page 98 and you will get it!

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P-B SCREW-IN
VALVE SEAT



Expansion clearance built in between threads. No pressure, no warping, heat carried away fast. Stays round, cools valve.



Heavy duty portable equipment machines off top of seat to exact height with special cutter.



SCREW-IN SEAT WITH
EXPANSION CLEARANCE

... AND YOU WILL DOUBLE THEIR
VALVE MILEAGE AND ELIMINATE
VALVE BURNING AND BREAKAGE!
READ WHAT THESE EXPERIENCED MEN SAY:

"...Such outstanding fleets as the Olson Transportation Co., Wheeler Transportation Co., Northern Transportation Co., L. C. L. Transit Co., Van Stratten Trucking Co., and many others would never think of installing any other seat, in the exhaust of the International, G.M.C. or Auto Car."

R. W. Murphy

MOTOR PARTS & MACHINE COMPANY
Green Bay, Wisconsin

"...Your seat stays round and definitely cools the valves better; when we touched the seats with a stone they cleaned right up. The pressed seats were egg shaped and needed much more grinding to true them up."

"We just haven't had any valve failures in the last year due to cracked or distorted seats and...your seat has more than doubled our valve mileage."

S. Smith

PRUCKA TRANSPORTATION, INC.
Omaha, Nebraska

● Once a fleet owner sees the savings in down-time for his truck he's your customer for life! P-B Screw-In Valve Seats end 90% of valve burning and breaking and give double the valve mileage fleet owners have been used to. Because P-B valve seats stress-relieve the hottest part of an engine—the exhaust valve port area—they prevent 75% of combustion chamber cracks. Write today for full information!

Make big profits grinding heads. Peterson Surface Grinder levels heads, blocks, manifolds, clutch plates, flywheels, etc., to 0.001 accuracy in 10 minutes. Anyone can use it. Profit guaranteed or money back. Write for full information.

PETERSON WELDING LABS., INC.
Dept. 5-12 1423 Virginia Kansas City, Missouri

840—Mirror Merchandiser

The 11-6 mirror merchandiser, designed to hold three mirrors of different types, has been made available by Yankee Metal Products Corp., Norwalk, Conn. It holds a round and an oblong clamp-on mirror, as well as a universal-type clamp-on or bolt-on mirror.

Want more info? Use coupon on page 98 and you will get it!

841—Arbor Press

A bench-type hydraulic arbor press with a 10-ton capacity has been added to the line of Manzel, 315 Babcock St., Buffalo 10, N. Y.

The press is recommended by the manufacturer for straightening, bushing removal and replacement, water-pump overhaul, assembly and disassembly of automatic transmissions. Vee blocks and bearing plate are furnished and a pressure gauge is optional equipment.

Want more info? Use coupon on page 98 and you will get it!

842—Turn Signals

A line of Class "A" turn signals for trucks, tractor-trailers, commercial vehicles and buses, including single-face, flush mounting and double-face signals, has been intro-



duced by K-D Lamp Co., 1910 Elm St., Cincinnati 10, Ohio.

Red or amber Stimsonite lenses are available and lens is locked in place by bonderized steel door. Illustration shows double-face slenderized signal.

Want more info? Use coupon on page 98 and you will get it!

843—Splash Guards

A combination rubber and steel splash guard, consisting of a permanently-installed steel plate with rubber skirt that can be replaced easily, has been introduced by Anchor Rubber Products, Inc., 1725 London Road, Cleveland 12, Ohio.

Skirt is of heavy-gauge rubber and has a pre-drilled metal channel along the top edge for easy attachment to the steel plate. Complete assembly is available in three popular sizes.

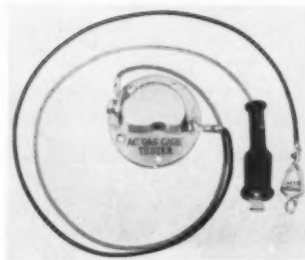
A mounting bracket for splash guards, featuring spring-tension action that allows the guard to retract and prevents damage when truck backs into the loading platform, is available also, the company announced.

Want more info? Use coupon on page 98 and you will get it!

844—Gas-Gauge Tester

A gas-gauge tester that is said to locate the cause of trouble without removal of any of the gas-gauge units has been announced by AC Spark Plug Division, 1300 N. Dort Highway, Flint 2, Mich.

The tester indicates faults in the



dash unit, wiring or the tank unit, according to the manufacturer. The

tester reportedly reduces the time needed to locate such troubles to a minimum.

Want more info? Use coupon on page 98 and you will get it!

845—Lighting Booklet

A booklet giving 63 ideas for both interior and exterior Christmas lighting has been issued by Lamp Division, Westinghouse Electric Corp., Bloomfield, N. J. The illustrated 20-page booklet includes displays suitable for small and large buildings and shows how to make the various sections of the displays.

Want more info? Use coupon on page 98 and you will get it!



DOLE DV THERMOSTATS

help restore smooth engine performance

Thermostats are small items—but don't overlook them. Check the thermostat on every motor tune-up job. Then replace with a new Dole Thermostat. Your customer will thank you for the improved motor performance. He'll be more likely to call again.

Replacement thermostats have a big market... millions of them every year. Be sure to get your share... and be sure you feature

Dole Thermostats... "tops" in quality and performance for 30 years.

protect your good name with another

Control with Dole

DOLE

THE DOLE VALVE COMPANY

1001-1941 Central Ave., Chicago 12, Ill.

Representatives listed in Yellow Pages

846—Plastic Partitions

Plastic curtains that can be used to set off a portion of the shop for spray painting or car washing and to prevent paint spatter or water splash from damaging other vehicles or equipment have been announced by Marson Corp., 115 Mill St., Revere, Mass.

Made in stock sizes or to measure, the curtains are bound with tape and have grommets for sliding and for tethering at the bottom. They may be wiped clean of paint spray with a rag dipped in ordinary solvents and may be pushed back out of the way when not in use.

Want more info? Use coupon on page 98 and you will get it!

847—Fuel Additive

A fuel-system anti-freeze that also contains top oil is now being marketed by The Lubri-Loy Co., 6319 Wilson Ave., St. Louis 10, Mo.

Plus, as the product is called, is said to absorb moisture in the fuel system and to oil valves, valve stems and piston rings. Each can contains 12 oz. of fuel-system anti-freeze and 4 oz. of upper-cylinder lubricant.

Want more info? Use coupon on page 98 and you will get it!

848—Soldering Iron

A two-speed soldering iron, weighing 9 oz. and reportedly heating to soldering temperature in 40 seconds,



has been announced by Snap-on Tools Corp., Kenosha, Wis.

When thumb button on handle is depressed, 100 watts is delivered at the tip for fast heating or for heavy jobs. Once heated, the iron "idles" at 25 watts. All tips are plated with "Vanderloy" to protect copper from deterioration. A standard tapered chisel edge is furnished.

Want more info? Use coupon on page 98 and you will get it!

849—Piston Kit

A piston seal kit, containing six tubes of Holt's piston seal, six cans of Supertune compression primer to clean engines and a compression gauge, has been announced by The Treglown Co., Inc., Fanwood, N. J.

The piston-sealing service is not intended as a substitute for mechanical work, the company pointed out, but to stimulate related sales. It is said to reduce oil consumption and to increase compression for up to 10,000 miles.

Want more info? Use coupon on page 98 and you will get it!

850—Booster Cables

Battery booster cables that permit a stalled car to be started from the battery of another car are available from The Greenfield Co., 4417 W. Rice St., Chicago 51, Ill. The set includes two 8' heavy-duty cables with copper-finished clamps, color identified for positive and negative terminals.

Want more info? Use coupon on page 98 and you will get it!

851—Plug Inspector

An inspection tool designed for close examination of spark-plug firing ends has been placed on the market by Champion Spark Plug Co., 900 Upton Ave., Toledo 1, Ohio.

Combining a flashlight and a magnifying glass of 2½ power, the unit is said to permit examination of fuel deposits for the entire length of the insulator nose, reveal incomplete or uneven abrasive cleaning, detect cracked or chipped insulator, check condition of electrode sparking surfaces and point out need for replacing spark plugs. The magnifying glass is mounted in a plastic housing which contains a standard two-cell flashlight which directs intense light into the bore of the plug.

Want more info? Use coupon on page 98 and you will get it!

852—Headlight Shield

A combined Eye-Eze headlight shield and amber-tipped plastic fender guide for easier parking has been announced by The Greenfield Co., 4417 W. Rice St., Chicago 51, Ill.

Want more info? Use coupon on page 98 and you will get it!

standardize on Stant Caps with new car quality



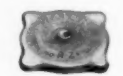
EVRSEAL OIL FILLER CAPS 7 caps fit practically all popular cars . . . heavy cold rolled steel construction . . . rustproofed . . . aluminum fabric filter element . . . makes sure your engine breathes . . . SO-61 to 67.



DUAL-LOC LOCKING GAS CAPS Positive type . . . waterproof . . . dust-proof . . . floating seal . . . 5 tumbler cylinder lock . . . GW-50, GW-51, GW-55.



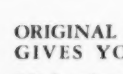
EVRSEAL REPLACEMENT GAS CAPS Standard of the industry . . . copied . . . never duplicated . . . floating seal . . . patented venting principle . . . G-20, G-21, G-25.



EVRSEAL FENDERWELL GAS CAPS Duplicate standard caps for concealed gas filler necks . . . patented venting principle . . . floating seal . . . G-30, G-35.



EVRSEAL REPLACEMENT RADIATOR CAPS Floating seal . . . unaffected by standard anti-freezes . . . R-1 to R-4.



EVRSEAL RADIATOR PRESSURE CAPS Designed to automotive engineers' specifications . . . accurate pressure relief valve . . . sensitive vacuum relief valve . . . leakproof-tested under pressure . . . R-5 to R-11.

ORIGINAL EQUIPMENT VOLUME GIVES YOU BETTER VALUES

Sell the only complete quality cap line. Dealers tell us they standardize on Stant because of their universal acceptance, original equipment use and quality standards . . . better turnover and profit!

STANT MANUFACTURING CO., INC.
Connersville, Indiana

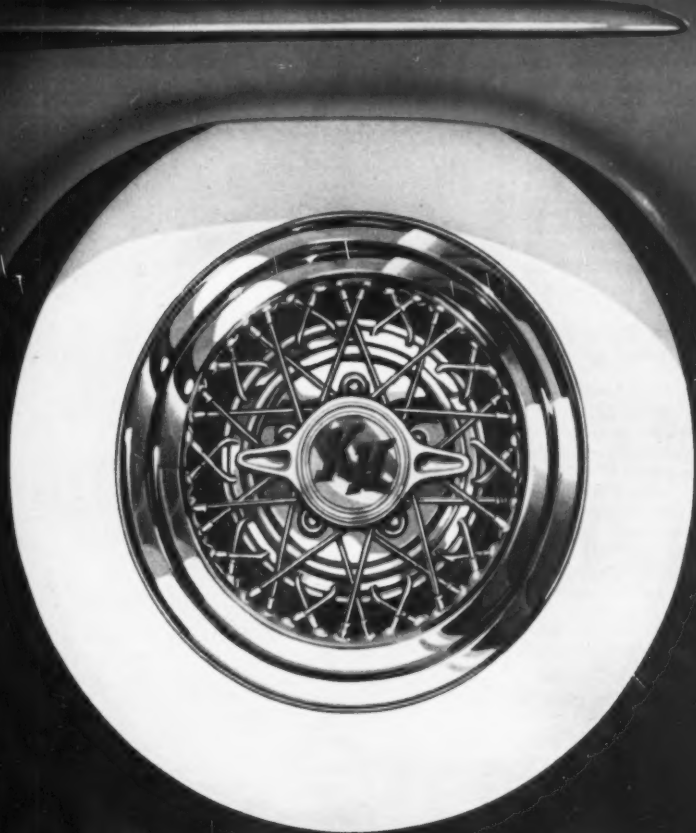


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Leading Producer of Wheels for Every Purpose, Offers . . .

STYLE-PERFECTED WIRE WHEELS!



for Tomorrow's Cars of Greater Distinction:

Skillfully designed! Radically improved over former American types, or even present-day importations! A major achievement to greatly enhance a modern car's entire appearance of custom styling, for those to whom pride of ownership is all important! Wheels of superior strength, safety and brake-cooling action, as well as for arresting distinction!



ASSURES PROVEN PRODUCTS AT
KELSEY-HAYES WHEEL COMPANY
DETROIT 12, MICHIGAN



PRODUCTS: Wheels—Hub and Drum Assemblies—Brakes—Vacuum Brake Power Units—for Passenger Cars, Trucks, Buses—Electric Brakes for Heavy Trailers and Light Commercial Trailers—Wheels, Hubs, Axles, Parts for Farm Implements.
PLANTS: Kelsey-Hayes Plants in Michigan (4), McKeesport, Pa.; Los Angeles, Calif.; Davenport, Iowa; Windsor, Ontario, Canada.



Officers of the National Used Car Dealers Association include (l. to r.): Louis A. Geller, Akron, Ohio, secretary; Arthur M. Waterman, Portland, Me., vice-president; R. W. Workman, Lubbock, Texas, vice-president; President Ray Hayward, Omaha, Neb.; Chairman of the Board James C. Downing, Atlanta, Ga.; Ray Miles, Norfolk, Va., vice-president, and Irv Rubin, Cleveland, Ohio, treasurer.

NUCDA Meeting Endorses "Confidence" Efforts

SEVERAL "public confidence" resolutions were adopted by the National Used Car Dealers Association at its annual convention in Cleveland recently.

One of these pledged membership to a sales policy aimed at giving the public cars that are safe and worthy of sale.

A second instructed members to write the word "junk" on all titles of automobiles that are sold by them as junk.

A third urged local and state dealer associations to ask "proper officials in their states to implement this effort by refusing to issue a new title for any car that has been sold as junk."

Ray Hayward, Omaha, Neb., who succeeded James C. Downing of Atlanta, Ga., as president, said this was a forward step in the association's drive to protect the public "from vehicles which are in unsafe operating condition."

Members agreed to work for a national uniform car warranty policy to better inform the public as to the exact condition of the car purchased from the lot of any member.

To help law-enforcement agencies combat automobile thefts, the association went on record as seeking the establishment of title laws in states not having such legislation and to work for a uniform state law in all 48 states for increased effectiveness.

You See the Outside
But You

AP Mileage Getting

Car Dealers Launch National Plan For Highway and Parking Progress

LAUNCHING of a program by new-car dealers to stimulate state and local action leading to the solution of problems caused by inadequate highways and parking capacity has been announced by J. Saxton Lloyd, Daytona Beach, Fla., president of the National Automobile Dealers Association.

The 34,000 members of the association in all sections of the country will work through special state highway committees to support the program. They will seek the support of and closely assist members of state legislatures, state and local highway authorities and other public officials in bringing

about vitally-needed increases in highway and parking capacity.

The dealer highway committees will work with appropriate public authorities in helping to determine community, city, county and state needs and in publicizing these needs.

"Approaches to individual solutions will vary from state to state and community to community as a natural outgrowth of the widely divergent problems that must be met," said Lloyd.

Recognizing that automobile dealers alone cannot work out complete solutions to the many problems, Lloyd commented, "We recognize that new-car dealers, already key community members, are obviously able to shoulder important leadership. Our intent is to bring the experience of our membership and organization to the problem and to offer every possible support."

A concise, illustrated booklet, "The Case for Increased Highway and Parking Capacity," has been prepared to highlight reasons for today's acute highway problems and suggestions as to the most effective ways to go about correcting these conditions.

One of the most striking facts in the booklet is that, prior to the recent government controls on vehicle production, manufacturers were building more miles of vehicles, bumper-to-bumper, than highway officials could turn out in miles of principal roads.

All state dealer associations are being urged to make the highway program a special activity.

of the Muffler Buy the Inside

AP's sensational new muffler which introduces "fenced-in" silencing—an entirely new principle of shell construction—is the latest of a long series of AP "firsts" in muffler improvements. This simple but startlingly effective method of silencing today's high compression engines eliminates asbestos-wrapped makeshifts. It is another in a long list of AP features such as deeper crimp-locked seams, stronger spun heads, low and high frequency tuning chambers, 26 gauge liners, 22 gauge shells, extruded holes to resist clogging, electrically welded construction, 16 gauge outer heads on ovals.

Ask your jobber for details of AP's "fenced-in" silencing.

THE AP PARTS CORPORATION
1785 AP Building • TOLEDO 1, OHIO
Manufacturers of: MUFFLERS • PIPES • MIRACLE POWER • dgf 123



Mufflers

Fleet Men Hear Tanner

George S. Tanner, fleet engineer for Gould National Battery Co., addressed the November meeting of the Fleet Superintendents Association of Atlanta, Ga. A film he showed pointed out that a fully-charged battery at 80° F. delivered 100 per cent efficiency, 65 per cent at 32° F. and only 40 per cent at 0° F. C. E. Steed is president and B. F. Williams secretary-treasurer.

Reo Undercoats Them

All Reo trucks and school-bus chassis are now furnished with undercoating on the under side of the fenders, hood and cab at no increase in price, it has been announced by A. L. Struble, vice-president, Reo Motors, Inc.

GM's Power Steering (Continued from page 10)

for signs of continued leakage. Note: if the above-mentioned checks and their corrections do not eliminate the difficulty, it then becomes necessary to perform two tests with a 0 to 1,000 pound gauge, tool J-5176.

Test No. 1:

a. Install the 0-1000 pound gauge, tool J-5176, in the pressure line between the pump and gear. There are two different type

pumps used in which the pressure and return lines are reversed. Be sure to check and identify the pressure line marked on each pump.

b. Turn the steering wheel from one stop to the other and note the pressure on the gauge while turning the wheel. Especially note the maximum pressure that can be built up with the steering wheel held in either the extreme right or extreme left position. This maximum pressure reading should not be less than 650 psi, with the en-

gine idling at 375 rpm, the selector lever in the "Dr" range and the oil temperature in the reservoir between 150° to 170°.

Note: To obtain temperatures of 150° to 170° desired for testing, turn wheels through normal operating range several times.

Caution: Do not hold the hand wheel against the stop for any extended period of time.

If the maximum pressure is below 650 psi, it indicates there is some trouble in the hydraulic circuit; however, it does not indicate whether pump or gear is at fault.

To determine if the pump alone or the gear alone or if both are at fault, proceed with test No. 2.

Test No. 2:

a. Set engine idle to 375 rpm, selector lever in "Dr" range.

b. Turn the shut-off valve of gauge J-5176 to the closed position.

c. Observe and compare the maximum pump pressure at idle. It should be not less than 650 psi.

Note: By comparing this reading with test 1 (testing complete circuit), it is possible to determine whether the fault is with the pump or the steering gear, or both.

Diagnosing the Test

Diagnosis of test results:

a. First test below 650 psi; second test normal 650 psi minimum. The steering gear is at fault.

Example—first test 400 psi; second test 650 psi.

b. First test below 650 psi; second test not more than 50 psi greater. The pump is at fault.

Example—first test 400 psi; second test 450 psi.

c. First test below 650 psi; second test more than 50 psi greater than first test, but below 650 psi. Both the pump and gear are at fault.

Example—first test 400 psi; 2nd test 500 psi.

After making the above tests and determining which unit is at fault, proceed as follows:

C. Pump service:

(1) Symptoms—as described in preceding tests.

(2) Correction: Make careful examination of the following:

a. Check for loose drive-belt.

b. Check reservoir oil level.

c. Check for dirt or foreign matter in pressure or return line.

d. Check filter (Eaton pump) for excessive dirt.

Note: There are two different type pumps used in production to operate the hydraulic steering gear.

Both the Vickers pump and the

Turn Free Service into Profits WITH THE ALL-IN-ONE COOLING SYSTEM CONDITIONER

SELLS ALL YEAR 'ROUND



IT WORKS WHILE THEY DRIVE

• NO FLUSHING OR DRAINING

• JUST POUR INTO RADIATOR
WHEN YOU CHECK WATER
OR ANTI-FREEZE



CLEAN UP DIRTY WATER AND
ALL TYPES OF ANTI-FREEZE

LUBRICATE WATER PUMP
BEARINGS AND SEALS

PREVENT RUST AND CORROSION

ZECOL

COOLING SYSTEM CONDITIONER

ZECOL, INC., Milwaukee, Wis.

Please send me folder J-12 and price list
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CONDITIONER.

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Address

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Nationally Advertised

ZECOL PRODUCTS

Are Sold Only Through

AUTOMOTIVE JOBBERS

ZECOL, INC., Milwaukee, Wis.

Eaton pump use the same pulley and drive belt. The mounting bracket, pressure and return hoses are also the same for both pumps.

There is, however, one major difference in assembly requirements between the two pumps which is of primary importance in the servicing of them. The inlet and the outlet connections on the pump bodies are exactly opposite. The upper connection on the Vickers pump is in the return line, while the upper connection on the Eaton pump is the pressure line. The letters "PR" for pressure and "RT" for return are stamped at the proper hole on both pump bodies and are also stamped on the fittings on the ends of the hoses. It is essential that the proper mating of hose and connection be checked by these markings every time a pump is assembled on a car.

D. Line service:

1. Symptoms: Pump builds up proper pressure according to test No. 2 (valve in closed position), but not during test No. 1.

2. Correction: Since the loss of pressure may be due to faulty lines and not the steering gear, they should be thoroughly checked before the steering gear is removed.

Correcting Oil Loss

This type of oil loss can be readily observed on the external portion of the unit and can be corrected by tightening fittings or replacing lines and/or rubber seals (O-rings). First, tighten bolts on cylinder and valve fittings or rigid lines on steering gear.

Second, if tightening lines and fittings fails to stop oil leak, drain the oil from the reservoir and disconnect the lines. If bolts are removed, replace the rubber seals (O-rings).

Caution: It is extremely important that all dirt or foreign material be cleaned from around all connections before loosening.

E. Steering-gear service:

1. Symptoms: Pump builds proper pressure with valve closed as in test No. 2 but fails to hold pressure when valve is opened as in test No. 1.

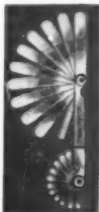
Correction: If all corrections as described under D. line service, fail to correct condition, see complete steering-gear-service manual—hydraulic steering.

2. Symptoms: Failure of gear to center itself especially from the slight maneuvering involved in

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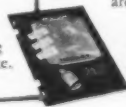
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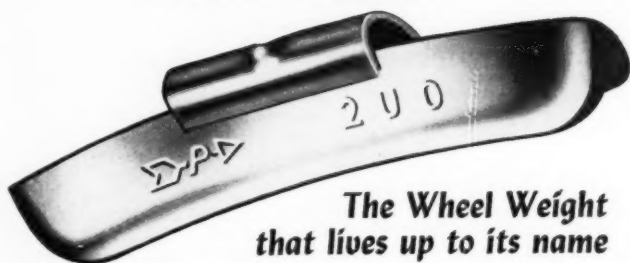


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highway operation.

Correction: (a) Check steering-gear upper bushing under horn button for bind. (b) Check steering gear for bind (faulty alignment) when installing gear in car.

The shaft must be free to move in a longitudinal direction and any restriction to this motion must be corrected.

If after making corrections to the above-mentioned possible causes of trouble, the steering gear still does not center itself, see complete servicing in manual—hydraulic steering.

F. Bleeding:

1. When installing new or repaired gear, always fill lines from gear to pump with oil before connecting to pump.

2. Bleeding air from pump can best be accomplished by running engine at idle speed for 30 seconds, then at 1500 rpm for one minute.

3. The reservoir oil level must be maintained at approximately one inch below the rim of reservoir.

4. Raise front end off ground and rotate steering wheel through its full travel several times. Use plugs in oil lines when removing and replacing gear.

Power-Pump Drive-Belt Adjustment

1. Loosen pump to bracket attaching bolts.

2. Place tool J-5192 under pump pulley and over attaching bolt as shown in Fig. 7.

3. With torque wrench (0-50 ft. lbs.) adjust drive-belt tension as follows:

a. Adjust new belts to a tension of 30 ft. lbs., using the above method.

b. With broken-in belts the tension may satisfactorily be set at 20 ft. lbs.

Cold-Weather Car Care Is Needed More Today

IN WINTER driving the modern car will far outperform those of prewar years, but it requires more attention to critical adjustments to deliver top cold-weather results, R. J. S. Pigott, president of the American Society of Mechanical Engineers and engineering director for Gulf Oil Corp., has reminded car owners.

The basic reason for this is that higher horsepower is now being produced in less space than in older engines and more trouble results when adjustments are not precisely made.

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Mac's Cooling System Cleanser — developed after extensive laboratory research and testing — is an amazing single-flush cleanser that cleans out ALL types of clogging material from the radiator and cooling system. The new, safely-neutral formula contains a passivating ingredient that actually makes metal resist corrosion!

You'll make more service sales with Mac's Cooling System Cleanser because it cleans better, is much safer to use! You'll save more profits because service time is cut almost in half since there's no need for neutralizer washout!

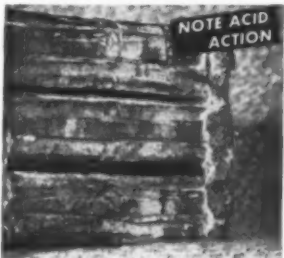
HERE'S PROOF!

Three segments were cut from the same dirty radiator to test the effectiveness of Mac's Cooling System Cleanser. These unretouched pictures show the results of the test.

1 The top picture shows a segment of the radiator that was not cleaned.

2 This middle segment from the same radiator was "cleaned" by boiling for 40 minutes in a solution of a leading oxalic acid type cooling system cleanser. Notice that the metal is still dirty and there is a heavy discoloration of the surface caused by the corrosive action of this product.

3 This bottom segment cut from the same dirty radiator was boiled for 40 minutes in a solution of Mac's COOLING SYSTEM CLEANSER. Note that no corrosion deposits are left on the metal as shown in the middle photograph of the segment "cleaned" by the ordinary cleanser. Mac's COOLING SYSTEM CLEANSER contains a passivating ingredient that actually makes metal resist corrosion!



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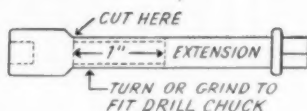
SOUTHERN AUTOMOTIVE JOURNAL for DECEMBER, 1952

115

GOT A GOOD

\$7 IDEA?

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Converting Electric Drill Into a Power Wrench

WE USED this method to convert an electric drill into a light power wrench:

Cut the female end off a $\frac{3}{8}$ " or $\frac{1}{2}$ " drive socket wrench, either 3" or 6" in length, as shown. Grind or turn down the shaft to $\frac{1}{4}$ " or $\frac{1}{2}$ " diameter, depending upon what size drill is to be used. Turn this shaft down for about 1" in

length so that it will have plenty of chuck surface.

After the extension is chucked in the drill, a socket of the needed size is attached to the male end of the extension. This adapter will allow the nuts to be driven on snugly and then they may be tightened with an end wrench.

Even though this attachment is limited in its service, it is a help when there are several nuts to be tightened, such as on a cylinder head.—L. W. Lefler, Lefler's Garage, Abilene, Texas.

Servicing Pressure Valve For Window Lifts

IN CARS equipped with electric-hydraulic window lifts, as well as those using the same systems for convertible-top control, it is sometimes found that the pump handles sufficient volume but at too low a pressure to do the work required of it. In such cases, the usual remedy is to remove and clean the pressure valve under the $\frac{5}{8}$ " hex plug, making sure the same number of washers are replaced under plug.

On some cars this valve is in such a position that it is impossible to remove while the pump unit is in the car. For these jobs, here's a method worth trying because it

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often saves removing the entire unit:

1. Loosen and with the fingers back out the hex plug until only a thread or two remain.

2. Operate pump for a half minute or more.

3. Screw in and tighten plug.

4. Try pump. It's likely it will have its proper pressure.

It's assumed that with pressure on the valve spring backed off, fluid is forced around the valve, cleaning it of any grit or gum deposits. — *Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.*

Hooking Up Hood Springs On Some Automobiles

AN EXCELLENT tool for hooking up hood springs on 1940-41 Chevrolets, 1941 Plymouths, some Nash models and possibly some other cars can be made from an 18" length of $\frac{1}{2}$ " O.D. pipe.

Grind or saw halfway through the diameter of the pipe for a distance of 1" from one end, as shown in illustration. Run pipe through the lower spring hook, place the



inside part of the ground end against the upper prong of lower spring retainer and pull forward on upper end of pipe. The spring will snap right into place.

The curved surface ("A" in illustration) keeps tool from slipping sideways off spring retainer. Shoulder (B) keeps tool from slipping down.—*Victor L. McGee, L. E. Dick Motor Company, Mayfield, Kentucky.*

Loosening Valve Keys On Chevrolet Head

AFTER long operation, the valve keys on the Chevrolet cylinder head may become stuck tight to the retainers.

To loosen, strike the edge of each retainer downwards lightly with a small hammer.—*P. C. Cain, Jordan Chevrolet Company, Kosciusko, Mississippi.*

Installing Timing Gear In Chevrolet Cars

TO INSTALL timing gear in Chevrolet cars without pulling camshaft, try this method:

Drill $\frac{1}{4}$ " hole in gear hub just above keyway and drive in tapered punch. Gear then can be removed easily. To install gear, hold heavy bar against camshaft bearing journal and drive on.—*V. F. McCarter, Good Motor Company, Rock Hill, South Carolina.*

Drawing Up Cap Screws On Recent Plymouths

DRAWING up water-pump fan and pulley cap screws on late-model Plymouths can be simplified by holding a short offset $\frac{1}{2}$ " box wrench stationary with one hand

and rotating the fan blade with the other hand.

This eliminates the necessity of repositioning the wrench in close quarters for every bite.—*Thomas J. Leary, Kelly Pontiac, Baltimore, Maryland.*

Reducing Bleeding Time For Wheel Cylinders

TO BLEED wheel cylinders quickly and efficiently when no pressure bleeder is handy and when no assistant is available, tie a 12'

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cotton rope to the brake pedal under the floorboard.

By passing it around tie rod or other object in proper position, pressure may be applied or released from any position under car.—William J. Loving, Route 1, Box S, Thomasville, Georgia.

Preventing Twist Damage To Instrument Posts

TO PROTECT generator, ammeter and other instrument posts from twisting and possible internal

damage, install lock washer, lead-wire terminal and nut in that order.

The higher friction behind the terminal prevents its turning and at the same time protects the post.—Thomas J. Leary, Kelly Pontiac, Baltimore, Maryland.

Checking Dead Cylinder On Chevrolet Cars

TO CHECK out a dead cylinder on Chevrolet cars, hit the starter with the key off. If the engine

turns over at an even rate, the compression in the questionable cylinder may be presumed to be okay. Ignition trouble or occasionally manifold trouble is indicated.

But if the engine races over one cylinder at each revolution, there is a definite compression loss and the rockers, head and piston can be checked in that order, although the valves are usually at fault.—Thomas J. Leary, Kelly Pontiac, Baltimore, Maryland.

Cleaning the Gaskets On Cylinder Heads

CYLINDER-HEAD gaskets must have clean, smooth surfaces on each side to do their job properly. Anytime a motor is torn down, knock off the worst stuff with a putty knife.

Borrow the vibrating sander from the body shop and use it on the block and head surfaces. It really does a swell job and does it fast. Just be sure not to cut away any metal.—Victor L. McGee, 308 North 8th Street, Mayfield, Kentucky.

Replacing Universal Joint On 1941-52 Chevrolets

TO REPLACE the universal joint on Chevrolet cars and pickups from 1941 through 1952, we use this method:

After installing front and rear yokes, place a jack under propeller shaft tube. Slide ball joint in place and adjust jack so ball joint turns freely. Slide ball joint back. Everything is in alignment to complete the job.—Thomas Busby Garage, Weakley Creek Road, Lawrenceburg, Tennessee.

Making Compression Check With Carburetor Off

A RECENT Time Saver told how to make compression check with the carburetor off by using a fitting similar to the one in the carburetor and filling it with solder. We believe we use a simpler method.

Hook fuel-pump test gauge hose to pipe. This will keep gasoline from spraying and check fuel-pump pressure at the same time.—K. F. Brogdon, 304 East Burke Street, Americus, Georgia.



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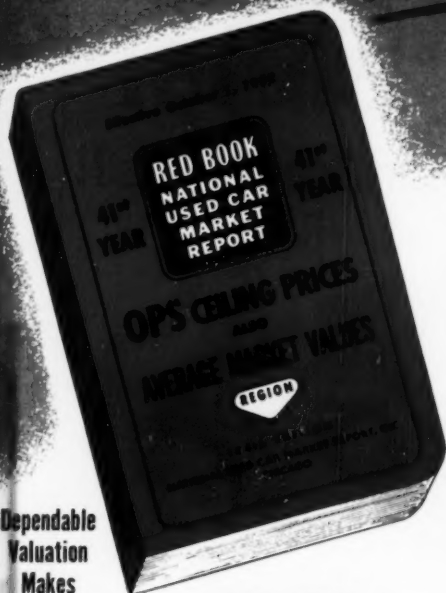
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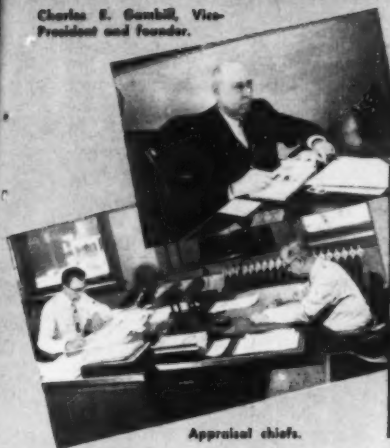


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How Much Government?

(Continued from page 43)

only a third of the mortgage market. Most mortgages are of the conventional type. This is as it should be.

On balance, the FHA falls into the category of government hired as an agent.

3. *Untrue.* "Look what the federal government has done for the farmers! It just goes to show that

a big government is a good thing."

Fact. Business organizations, by and large, indorse the principle of helping the farmer strike a balance between the cost of things he buys and the commodities he has for sale. A prosperous agriculture is a nationally sound objective, and the farmer's operations are at the mercy of nature in all her fickle moods. This somewhat sets him apart from the rest of us.

The further fact is that a high level of demand from consumers

here and abroad has made the farmer prosperous. His produce has seldom gone begging since the early stages of World War II. In recent years, many of the more important farm commodities have been above parity levels.

4. *Untrue.* "Look at the great success of TVA. This proves that government should build more hydroelectric dams and go into power business more and more."

Fact. In the next several years, TVA will be generating more electric power by steam generators than by water power. It has charged off (to the taxpayers of the whole country) about one hundred fifty million dollars of the cost of its hydroelectric dams in the name of navigation. TVA pays no interest on the government funds it uses; it pays no federal taxes. It costs the government more to keep the Tennessee River open to navigation than it would to pay the freight bills for every one who uses barge transport on the Tennessee—and ship by rail.

TVA has charged off (to the taxpayers of the whole country) another one hundred fifty million dollars in the name of flood control. But the government's own General Accounting Office states that TVA "has not conclusively substantiated the flood control benefits."

It is self-evident that the uses of a dam for both flood control and hydroelectric power are incompatible. If the dam is full of water stored for power use, it will have no room for storage when the flood comes. If space is left behind the dam for flood control storage, the water is not there during the dry summer months when the power storage is needed.

The private utilities of this country are anxious to build hydroelectric dams (at no cost to the taxpayers) wherever the costs compared with the potential income would make the venture pay off. The rates which private companies charge are fixed, of course, by state utility commissions. So it follows that public dams fall into one of two categories: either the dams would have been built by private enterprise, or they are uneconomic investments. Private utilities pay taxes, including taxes



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These outstanding fabrics are perfect for making custom seat covers which are different.

Horco coated fabrics are waterproof, stainproof and flame resistant. They resist oils, greases, acids, salt water, etc. They are available in a wide variety of beautiful colors.

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Manufactured by HODGMAN RUBBER CO., FRAMINGHAM, MASS.
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WEST COAST REPRESENTATIVE—M. L. BUD COHN, 1323 VENICE BLVD., LOS ANGELES 6

for local elementary and secondary schools. Government utilities eat tax dollars.

These are merely samples of free-wheeling untruths as countered with the facts. We can all think of many others. The socializers will point to the Federal Deposit Insurance Corporation as a splendid example of government-in-business. The fact, of course, is quite different. Through the FDIC, we employ government as an agent to insure bank deposits up to \$10,000. The taxpayers are not stuck for the premium costs.

Within the intent of the law, at least, our social security program is another example of employing government as an agent.

Properly administered, these devices are useful to competitive capitalism. The socializers constantly endeavor to use the "agency authority" of government as a cover for less defensible and indefensible aids and subsidies. To put it in down-to-earth American language: That is their gimmick.

The great fact, against which the untruths of socialism blunt themselves is best framed as a question:

"If a big government is vital to the well-being of our people, why has socialism failed so miserably wherever it has been tried?"

The American success story is the miracle of modern times. Competitive capitalism works. It works so well we seem to think we can siphon off billions of our substance to shore up the economies of socialistic nations which have not succeeded and give but scant promise of success. American counterparts of European socialists would exchange proved success for certain failure. In their economic concepts, they reincarnate the thinking of the feudal ages. They may call themselves "liberals," but they are, in truth, "reactionaries" of the blackest stamp.

The great untruth they peddle is this: That freedom is divisible.

Freedom is not divisible. Freedom involves the right of free speech, free worship, and the free press. But it also involves our economic liberties. They are also human rights.

The right of property is a human right. The right to invest is a freedom, and so is the right to invest without unfair competition

from government. The right to quit a job or take a job is an economic right, but it is also a human right.

The right of free decision entails more than a free choice of church and reading matter. It entails the right of free decision in the market place. Freedom in America is a blend of personal and economic liberties.

Freedom is the pith of the American story.

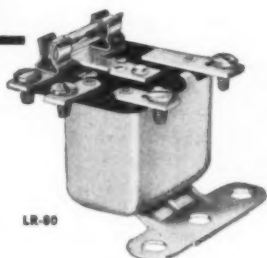
The test must be: Who makes the economic decisions?

If they are made by the businessman in his office, the farmer in his fields, the worker in his free and voluntary union—or the housewife at the shopping center, then competitive capitalism will live on and shower us with greater benefits.

If the decisions are made in Washington, we are headed for socialism, a rationed existence, rationed opportunity, and degeneration to a third-class power, ripe for the plucking by imperialistic communism.

HERE'S A GOLD MINE OF

Packaged Profits!



LR-80



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DS-50H



VR-2

The Andrews Line of Ignition Parts, Wire and Cables, is complete. Top Quality and Value for the replacement field. You'll like the improved design, the precision workmanship, and the attractive packaging. See our new catalog No. 52E on Ignition Parts, a handy manual for the service trade, sent on request.



F-83



D-15CH

ORDER FROM YOUR JOBBER

Andrews
MANUFACTURING CO.

ST. LOUIS, MO.

Improving Hot Starting Of Commander Engine

THE following suggestion for hot-starting difficulties was included in a recent issue of *Studebaker Service Bulletin*:

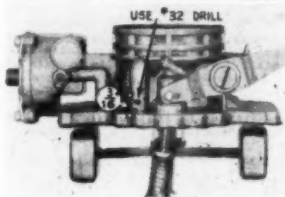
If any owners of Commander V-8 models equipped with the internally-vented Model 6-111 Stromberg carburetor have encountered starting difficulty or excessive cranking when the engine is hot, vent holes drilled in the carburetor as described will

provide improvement.

These vents tend to prevent accumulation of gas vapor while the hot engine is shut down, thus permitting a more rapid re-start. No parts are required for this modification.

The vent holes are easily drilled. Use a No. 36 drill at the locations shown in Fig. 1, $\frac{3}{8}$ " below the upper gasket surface of the throttle body. Drill these holes through, one hole into each barrel.

Use a No. 32 drill for the hole into the bowl vent passage as



Top, Fig. 1
Bottom, Fig. 2

SELECTED WIRING DIAGRAMS FOR

LATE MODEL POPULAR CARS

And here's a value-packed . . . exclusive
DOUBLE offer you don't want to miss.

For a limited time only, we are offering a three-year subscription to *Southern Automotive Journal* PLUS an exclusive, complete, 96-page manual on automotive electrical wiring at a special combination low rate.

Southern Automotive Journal is your mirror of facts and figures on the automotive industry in the South. It's your yardstick for evaluating today's conditions . . . your guidepost to future trends in the trade. It's YOUR magazine—planned for you—devoted to you—and published exclusively for the Southern automotive industry.

And you can't afford to be without this unique publication on electrical wiring—more than 90 pages of complete and detailed diagrams of the electrical system of most popular cars on the market, including the 1952 models. Also 4 complete pages of tune-up specifications for all passenger cars.

Just write "Wiring Diagrams" on your letterhead and mail it to us with \$3.00—we'll do the rest . . .

SOUTHERN AUTOMOTIVE JOURNAL

806 PEACHTREE ST., N.E.,

ATLANTA 5, GEORGIA

shown in Fig. 2. Locate this hole $\frac{3}{16}$ " above the surface of the cover flange where it meets the vent passage boss.

It is important that the vent holes be of proper size.

Automatic Transmission Used on Ford Trucks

THE 1953 line of F-100 series trucks, including the pick-up and panel delivery, will be equipped with fully-automatic transmission as optional equipment, Ford Motor Co. has announced. The 1953 truck line will be introduced early next year by the company.

"While additional cooling will be required of this truck transmission only under periods of extreme operating conditions, we have added a transmission cooler of the oil-water, heat-exchanger type," said H. G. English, transmission engineer.

"The water from the engine cooling system is used to cool the transmission. In actual practice this is more of a safety factor than a necessity and will be needed only for maximum loads over hilly terrain or for off-highway hauling."

The transmission will be available for light trucks with either the V-8 or six-cylinder engine.

Trailmobile Names Milner

Harry B. Milner is now manager of the Norfolk, Va., branch of Trailmobile, Inc. Formerly a salesman in the Cleveland, Ohio, territory, he joined the firm in 1947.

How Many Dots on This Page?

Each dot represents 100 E-Z-EYE-equipped cars



Yes, that's the amazing fact—that there are now over 500,000 cars on the road with the E-Z-EYE shaded windshield which does the driver's squinting for him.

New car buyers want E-Z-EYE for five big reasons:

It's shaded—makes driving easier and more comfortable under sun- or snow-glare.

It's Safety Plate Glass—extra clear for better vision, added safety.

It's nationally promoted in The Saturday Evening Post, Collier's, Time, The New Yorker.

It's available as original equipment in several makes of cars.

It's made exclusively by Libbey-Owens-Ford Glass Co., best known name in glass.

If you sell new cars you'll make additional money on every sale by selling the E-Z-EYE option.

If you replace auto glass you'll turn routine jobs into extra margin sales when you replace with E-Z-EYE.



LIBBEY-OWENS-FORD GLASS CO., TOLEDO 3, OHIO

Jobber News

(Continued from page 63)

various countries.

And, last but not least, you are an automotive man, and you want to know something about the operations of the automotive industry in these various countries.

So, you can see it's a good deal like visiting Yale or Harvard University for a day or two in the hope of getting a liberal education and earning a master's degree in that time.

I know that you are primarily interested in the activities of our own industry, so I will try to give you my impressions and observations as such, since, as you can see, I've had no chance to make any thorough studies except what little information I've gained in contacts with a few wholesalers, importers and agents.

Perhaps the first thing that most automotive men would be impressed with is the extent of the general use of small cars in all Western European countries. I

visited during this trip.

The small car is the popular car in general usage everywhere. Sure, you see some large cars and some American cars, but by and large, by far, most of the cars you see are small cars.

The economy, flexibility and simplicity of these little cars is amazing. They don't have many gadgets on them, but they are certainly a quick, reliable and economical means of transportation that gets you there.

When you consider the fact that the sales tax, or purchase tax as they call it, on an automobile is 50% to 75% of the purchase price of a car, and when you have to pay from 60¢ to \$1.25 for a gallon of gas, you begin to appreciate that a car which will travel from 35 to 50 miles on a gallon of gas is about the only kind of car that those people can afford to operate, and a car with even a low initial cost becomes 50 or 60% more expensive because of the tax, so that's the only car they can afford to buy.

It's a Contracting Circle

These European governments do not seem to realize that they are working in a constantly contracting circle if they continue to increase the purchase tax on cars and the tax on gasoline. They don't seem to realize that by reducing the purchase tax and making it possible for more people to buy cars, they could reduce further the cost of producing these cars by making more of them and the government would collect more tax if more cars were sold and more gasoline used.

But who are we to criticize them when our own government has been working in the same direction? It is my humble opinion that if our production costs keep increasing and if our taxes keep going up, that we also will have to come to a much more general use of similar small and economical cars of a much lower initial cost than our present cars and a more economical cost of operation.

From the few automotive wholesalers that I contacted in these countries, I learned that their problems, to a very great extent, are not unlike our own except that perhaps they have more of them and more difficult ones.

First of all, the average age of their cars is much greater than ours. Early 1930 models in operation are relatively large and not considered very old.

BE SAFE add PYROIL to your winter oil NOW!

● You need Pyroil more than ever when you change to winter oil. Low viscosity oil quickly drains off cylinder walls and piston rings, exposing them to excessive corrosion, caused by dampness and cold. Not so, if you use Pyroil. Pyroil causes oil—any oil—to adhere to all exposed motor surfaces. Perfect insulation against the ravages of winter driving!

Yes, you need winter oil for "easy starts"—but you need Pyroil for the extra protection, improved lubrication, reduced maintenance cost—and more comfortable winter driving.

Be sure your gas station attendant adds Pyroil and you will add trouble-free miles of winter driving to your car.

PYROIL FOR AIRCRAFT ENGINES

Use Aircraft Pyroil B for lubricating oil, Aircraft Pyroil A for gasoline.

GIVEN!

An attractive Pyroil metal savings bank—takes coins up to 50¢ pieces. MOTORISTS, it's yours for the asking—sent postage paid.



PYROIL COMPANY

187 Pyroil Bldg.

La Crosse, Wisconsin

Canadian Distributors:
Central Purchasing Agencies, Ltd.
Toronto, Ontario

REPRESENTATIVES:

Southeast—McDonald & McPherson Co., P. O. Box 452, Atlanta, Georgia
Southcentral—John T. Jolly Sales Co., 1916—34th Ave., Meridian, Miss.
Southwest—Hirsig-Frazier Co., 4333 Belmont Ave., Dallas 4, Texas
West Coast—M. L. (Bud) Cohn, 1323 Venice Blvd., Los Angeles 6, Calif.

BE SAFE add PYROIL for sure winter PROFITS!

● Let old man winter prove it! A product that makes profits for jobbers and dealers during the cold winter months is bound to be "sure-fire" because if that product is a year around seller—you know that summer profits will at least double. Pyroil is a natural!

DROP US A LINE AND WE'LL
HAVE OUR FACTORY REPRESENTATIVE BRING YOU THE
COMPLETE PYROIL MERCHANDISING AND PROMOTION PROGRAM.



Secondly, they have many more makes and models to service than we have. In addition to practically all American makes of cars they also have English, French, Italian and German makes and models of all kinds to service.

Third, none of these various makes and models are in any great numbers, so that they have many makes and models going back 25 or more years of age, but relatively few cars of each and every make and model or year.

On top of that, it is important to bear in mind that by far, most all of the parts for the service of all these various makes and models have to be imported either from the U. S. or from the other countries where the cars are made, and importing takes quite a bit of time, and so you can begin to get an idea as to the difficulty in maintaining adequate stocks of all the different parts for all the different makes and models, and also the extreme difficulty in getting any kind of a reasonable turnover on these stocks.

"Wholesaling at Retail"

Wholesalers in France, England and other countries are complaining that they are literally doing a retail business at wholesale prices, because garages and repair shops do not have any capital to speak of to invest in stocks of merchandise of any kind, with the result that they buy only what they need when they need it, on a strictly hand-to-mouth basis. This makes it expensive for wholesalers to do business and cuts into profits very substantially.

Wholesalers are complaining that car dealers are not buying much from them, particularly in parts, because of the pressure from the car factories to buy their parts from the car factory only, with the result that car dealers are buying parts from wholesalers only for what they might need to service very old models which their respective factories no longer supply.

This sounds a bit familiar even to us, which goes to prove that human nature, and even human ingenuity, is about the same everywhere you go.

Parts manufacturers who make and supply parts to car manufacturers, either for original equipment or replacement, will not supply these parts to wholesalers because of pressure from, and agreement with, these car manufacturers to that effect. These agree-

ments, however, apply only to current models, but a model under ten years of age is considered current, so wholesalers can't get these parts from these parts manufacturers except for cars that are at least ten years old or older.

This, of course, applies only to cars made in the various European countries. Wholesalers can import all the parts they want for American cars from American parts manufacturers, providing of course they can secure dollar exchange and permission from their respec-

tive governments to do so—and that's not easy.

As a result of this difficulty in securing dollar exchange for importation of American parts, there are slowly but surely developing a number of parts manufacturers in England and France who now are making quite a number of various parts to fit American cars and are selling them to wholesalers throughout Europe, Africa and the Near East.

While these parts produced by these French and English manu-

90 Combinations !



This new Neapco Power Take Off Joint Assortment at your Jobbers can furnish you any one of 90 different joint combinations as your demand arises. End yokes are both round and square bore with sizes up to 1 1/4" diam. Journal assemblies available in both plain and needle bearing. Ask your Jobber, and always specify Neapco.

Neapco Products Inc.

NEAPCO
INC.

Pottstown, Pa., U. S. A.

Universal Joints...P.T.O. Joints...Chassis Parts

facturers are not comparable in quality to the parts we supply, nevertheless the wholesalers buy them because they have francs or liras or pounds, but they can't get dollars to buy our parts with.

Some day soon this is going to be a major problem to American parts manufacturers who have developed a sizeable export business in these European and African countries because these European parts manufacturers will slowly but surely continue to develop and supply an increasing variety

of parts for American cars and take that business away from us. The European wholesalers like our parts and our quality and want our merchandise badly, but they can't buy it for lack of dollar exchange.

The most tragic thing about this dollar exchange business is that it is to a great extent our own fault.

Not only automotive wholesalers but all business people in these European countries complain bitterly about the difficulties they are experiencing in trying to sell

any of their products in the U. S., regardless of whether it is cheese or cutlery or watches or what have you. They are complaining bitterly, not only about our high tariffs on all the merchandise they can sell us, but also particularly about the many and various and constantly changing rules and regulations in connection with sending merchandise to the U. S.

There is a crying need for tariff reductions wherever possible and, above all, there is a great need for standardizing and simplifying the procedure and the rules and regulations on the importation of merchandise into the U.S.A.

European business people feel that they could very easily forego the many billions of dollars we are pouring in there as European economic aid if we would only make it possible for them to sell us more of their merchandise so they could secure dollars with which to buy our merchandise. That would give them employment and profit and the means of helping themselves instead of having to be helped with our economic-aid dollars, and I want to point out that I am speaking of economic-aid dollars—not military aid.

Our economic aid is generally coupled to a policy of imposing our methods and ideas as to the application and use of such aid with little regard to the customs, feelings and attitudes of the people in the various countries, with the result that the billions of dollars we have spent have created a great deal of resentment against us instead of making strong and loyal friends for us.

If the "Do-Gooders" in our government will only realize this situation, we may be successful in gradually creating a feeling of confidence through the development of good sound business relations rather than the present feeling of distrust and resentment as the result of our policies, hand-outs and dictation.

What's more, we may even save many billions of our taxpayers' money in the process.

Suppose You "Mike" This One!

On a tank range finder produced by the Ternstedt Division of General Motors there are optical adjustments to within one second of angle, or a deviation of only one foot on a target 39 miles away. Rabbits should hope, beyond a doubt, that they don't start hunting them with tanks.

NOW the Answer is YES Charge 6 or 12 Volt Batteries on the Same Charger



MODEL 220

SAFE FAST CHARGER

Yes, the only charger that will give all around services to all 6 or 12 volt batteries. The 220 is portable and weighs just 20 pounds. Ideal for service stations, farm implement dealers, and every place where 6 or 12 volt batteries are used.

YES	INSTANT BOOSTER for emergency starting.
YES	FAST CHARGER engineered for fast, safe charging.
YES	TRICKLE CHARGER keeps 1 to 30 batteries charged.
YES	MULTI-CHARGER charges up to 6 batteries overnight in parallel.
YES	UNCONDITIONALLY GUARANTEED.



Triple-A

SPECIALTY COMPANY 2101 Walnut Street Chicago 12, Illinois



Lee Braxton, above, announced last month the sale to J. R. Maxwell of Braxton Auto Parts, Whiteville, N. C. He announced: "I'm not retiring from, but retiring to some of the things I've wanted to do," including lecturing, writing, golfing and fishing. Leaving this industry after many years as a wholesaler, he will have time now, at the age of 48, to take his two grandsons to the circus, he said, as well as visit with friends.

Olson and Weymouth Buy Sodrin Assets

L. M. OLSON has resigned as vice-president of R. M. Hollingshead Corp. and with H. A. Weymouth has purchased the assets of the Sodrin Manufacturing Co., Kansas City, manufacturer of automotive chemicals.

A director of National Standard Parts Association, Olson was with Hollingshead 27 years. His most recent position was vice-president in charge of sales for the Whiz Automotive Division. He has become president of the corporation in Kansas City, which eventually will be known as Olson Corp., he said.

"Pinky" Weymouth, who is secretary and treasurer of the firm, is retired western manager of Pennzoil and was with Hollingshead for 16 years. H. L. Olson is vice-president.

Sodrin Manufacturing Co. has made automotive chemicals for nearly 25 years. For the present, company structure will not be changed and present products will be continued, though merchandising and advertising policies will be revised, Olson said.

Record Attendance Tallied At Rebuilders Convention

WITH a record attendance of more than 600, the Automotive Parts Rebuilders Association held its annual convention in Chi-

cago recently and elected K. E. Goss, Denver, Colo., to head the group in the coming year.

R. S. Bishop, Exchange Parts Co., Fort Worth, Texas, was elected first vice-president and Robert E. Lee, Consolidated Rebuilders, Inc., Hutchinson, Kan., was named secretary. Jack O'Sullivan, Chicago, is executive secretary.

Southerners named to the board of directors include: A. J. Woodruff, John-Wilmer Co., Atlanta, Ga.; C. A. Dunmore, Rebuilders, Inc., Garland, Texas, and John A.

Lacy, Bruton and Brown Co., Dallas, Texas.

Among the speakers at the meeting were: J. L. Wiggins, executive vice-president of National Standard Parts Association; Harold T. Halfpenny, legal counsel for NSPA; B. W. Ruark, general manager of Motor and Equipment Wholesalers Association; William K. "Bill" Toboldt, editor of *Motor Service Magazine*; Dr. Allen R. Stockdale, National Association of Manufacturers, and Benjamin Franklin Bills, sales consultant.

Add fluid up to 1/4" from the filler plug opening—the "SAFETY LEVEL"



THE EASIEST 75¢

YOU EVER MADE

TAKES ONLY 2 MINUTES TO REPLENISH!

Turn the plug on the master brake cylinder, check the level of the fluid, add fluid if needed—and presto—you've made yourself 75¢ for a 2-minute job! Where else on a car can you find a better source of easy, profitable income? Surveys show 3 out of 4 cars need brake fluid replenished. So help protect the lives of your customers. Check brake fluid regularly (with every oil change)...and always insist on PURITAN...the only brake fluid that's made ALL-MISCIBLE* for instant, dependable pedal action!

*The only brake fluid that mixes with all other types. Tube at left shows dangerous "layer" effect in hydraulic system when fluids do not mix. Tube at right shows Puritan's all-miscible action. Mixes with and thins out fluids already in system—even absorbs water—to assure safe braking!



**PURITAN
BRAKE FLUID**

PURITAN COMPANY, INC., Rochester N. Y.

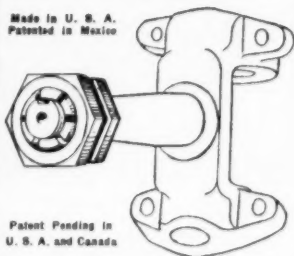


This striking poster can increase your sales. Order from your NAPA jobber.



The NEW CLAMP-LOCK NUT

Made in U. S. A.
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Patent Pending in
U. S. A. and Canada

- More Gripping Power!
- No Key Needed!
- Every Nut Tested and Guaranteed to be a good workable nut.

The Clamp Lock Nut is far superior to any ordinary nut.

Tapered threads grip the spindle like WELDED.

No rethreading is necessary on old worn threads.

Nuts made for autos, trucks, tractors, and all purposes.



THE CLAMP LOCK NUT WRENCH

Designed to reach into protruding wheel hubs.



Ask your Jobber, Dealer, or write to

SCHWAIGER
MANUFACTURING COMPANY

P. O. BOX 154, CULLMAN, ALABAMA

Mountjoy Company Adds Part-Testing Service

A MAGNETIC method of testing for fatigue fractures in engine parts and running gear of vehicles has been added to the shop equipment of Mountjoy Co., San Antonio, C. H. Mountjoy has reported.

Due to increased horsepower, higher speeds and larger engines, many parts have been subjected to greater stresses than was true in previous models, Mountjoy said. This has resulted in more metal failures, which have been difficult to find until an actual breakdown occurred.

The Ferroscope machine makes it easy to find cracks, flaws or fractures, Mountjoy said. The part is cleaned and placed between the electrodes of the machine, which passes a high-amperage current through it momentarily. A wet stream of a special compound is sprayed over the part. Particles in this solution trace the line of any flaws when the current is passed through the part.

"We believe our firm is the first one in this area to offer this inspection service," Mountjoy said.

W-W Parts Acquires Uvalde Branch

NEIGHBOR'S Auto Supply, Uvalde, Texas, has been purchased by W-W Auto Parts, Inc., San Antonio, Texas. This is the second branch for W-W, the other being at Victoria, Texas.

The name of the Uvalde firm has been changed to W-W Auto Parts, Inc., but personnel is the same, with Dick Neighbors as manager, according to E. H. Whitis, Jr., vice-president of W-W.

He Likes the "North" in Carolina Only!

"Gorden Duckett has returned to us after a trip to Alaska, where he worked in a parts house," said O. L. "Pete" Garner, secretary-treasurer of Hayes & Hopson, Inc., Asheville, N. C.

"He said the \$2.50 haircuts, 75¢ hamburgers and \$1-a-can beer were too much, even for the much higher wages prevailing there," Garner commented.



Brake Block and Seg-Mold

SEE THIS 3 POINT

BRAKE LINING PROGRAM

- ▲ SUPERIORITY
Due to Equalized Friction Engineering
- ▲ BETTER PROFIT PICTURE
- ▲ COMPLETE TRADE COVERAGE



NATIONAL SEG-MOLD
(Fully cured segments) Boxed Sets
... Greater heat resistance under tough braking conditions. For riveting and bonding.



NATIONAL BRAKE BLOCK
(Semi-cured wire-back) For quick-acting braking with less pressure. Available boxed, in bulk and in 25 ft. rolls. For riveting and bonding.



NATIONAL OF Heavy Duty Clutch Facings

Be way ahead with NATIONAL Brake Block and Seg-Mold . . . Available to meet the individual requirements of all passenger cars and trucks. You can't find a better brake lining anywhere! That's the result of Equalized Friction—NATIONAL's laboratory-exact combination of the right materials engineered for perfect balance, more efficient braking . . . A generation of research and development has gone into it!

Look into the attractive money-making deal NATIONAL has for you. Write now for complete information and latest easy-to-read catalog to Dept. C.

NATIONAL BRAKE BLOCK CORPORATION
79 MADISON AVENUE • NEW YORK 15, N. Y.
Dependable Performance Since 1919

Stock Warehouses at
New York Chicago Fort Worth Los Angeles
Birmingham Dallas

Neal Greenfield Sales Co., 509 East Third St.,
Fort Worth, Texas. Herman J. Doney & Co.,
2429-31 First Ave. N., Birmingham 3, Ala.



Further plans for the Southwest Automotive Show, to be held March 26-29 at Fair Park, Dallas, were discussed by officers and directors at a meeting in Dallas Nov. 17. Left to right are: John McKinney, Houston; W. Frank Russell, Dallas; J. B. Wilson, Houston; Frank Brogan, Dallas; T. H. Everett, Dallas, second vice-president; President T. C. "Buddy" Garrett, Dallas; H. C. Westbrook, Texarkana, first vice-president; John Harvey, Dallas, treasurer; Show Manager Dean Johnson; Harry Spear, San Antonio; Jack Porter, Oklahoma City, and Harold Delhommer, Lafayette, La. Directors not shown are John Reynolds, Houston; H. J. Vanhook, Oklahoma City; Wayne Bull, San Antonio, and R. C. Archenhold, Fort Worth.

Willard of California Advances Slonaker

E. M. SLONAKER, former vice-president in charge of sales for Willard Storage Battery Company of California, has been elected executive vice-president of the firm.

Slonaker joined the Willard organization in 1926 and for a time was special sales representative in Atlanta, Ga. In his new position he succeeds Chester H. Starr, who has retired.

Monarch Advances Hancock

John D. Hancock, former counter salesman of the Aurora, Ind., branch of Monarch Auto Supply Co., Covington, Ky., has been named manager of the Richmond, Ky., branch. He has been with the firm seven years.

"We have added Toledo Steel to our lines," Owner **L. W. Chambers, Chambers Automotive Supply**, Princeton, W. Va., reported last month.



Tough Jobs! They're a cinch with the CENTER-HOLE HYDRAULIC PULLER

The OTC Power-Twin Hydraulic Puller is an ideal, economical garage tool, compact, powerful—handles 95% of the press work in the average shop. The Power-Twin may be detached from press—used as portable ram—speeds up pulling and installing jobs 75%, eliminates torque—remote control provides safety. A complete range and variety of Pullers, Adapters and Attachments are available to pull or install sleeves bearings, races, gears, pinions, couplings, etc.



17½, 30 and 50 TON SIZES

Famous OTC CENTER HOLE Ram permits fast, easy adjustment to the work and interchange from push-puller to sleeve puller to bench press.

Pull or install cylinder sleeves with the OTC Power-Twin Hydraulic Puller in minutes instead of hours.

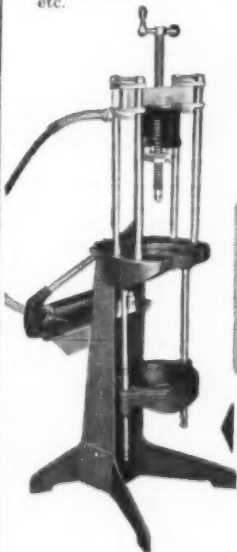
COMPACT, POWERFUL

	17½	30	50
Height	9½"	8¾"	9¼"
Width	3½"	3"	8½"
Thickness	2"	3"	3½"
Ram Travel	3"	2½"	2"
Center Hole	1"-4	1½"-2	1½"-4
Weight	19 lbs.	22 lbs.	40 lbs.

Amazingly efficient combination of Portable Pedestal Press and 17½ ton Power-Twin Hydraulic Puller. Move it where you want it... It's portable.

See your OTC jobber or write to us... today!

OWATONNA TOOL COMPANY
306 CEDAR STREET
OWATONNA, MINNESOTA



Here's Why DOUGLASS MUFFLERS are EASY to SELL

- Fully Guaranteed
- 16 Gauge Steel Tube Construction
- Will not Blow Out - Burn Out
- Douglass Dual Tone

Outlasts
4-5
Ordinary
Mufflers

A
MUFFLER
FOR
EVERY
CAR

DOUGLASS
offers Volume Sales
due to increasing
Popularity—Quality
Popular Prices.

Douglass Sells by
National Advertising—
Promotion—Dealers Aids
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IMMEDIATE
COMPETENT
SERVICE on all orders
and inquiries.

DOUGLASS
"High Bracket"
discounts available to
Jobbers—Distributors

Douglass Muffler Mfg. Co. offers the most complete line of Mufflers—Dual Sets—Headers—Balanced Exhaust System and Muffler accessories in its field. Douglass Mufflers are noted for their exceptional Quality and Sales Appeal.

A strong tested National Advertising and promotional campaign backs the efforts of all Douglass Jobbers—Distributors and Dealers.

WRITE TODAY for complete detailed Douglass 1952 Jobber—Distributor Plan. High discounts. Fast service.

Douglass Muffler Mfg. Co.
1916 W. Valley Blvd., Dept. AN-12
Alhambra, Calif.

SJ-12

More News Briefs

(Continued from page 59)

Southerners Participate In GM Dealer Councils

A NUMBER of dealers from the Southeast and Southwest participated in the recent fall meetings of the General Motors dealer councils representing large cities and medium cities. They included:

Large-city group: L. W. Bingham, Sr., Bingham Truck Service, Richmond, Va.; Blair Burwell, Jr., Burwell Motor Co., Jacksonville, Fla.; W. H. Christen, Chris Christen Pontiac Co., St. Louis, Mo.; C. B. Coker, Coker-Butler Pontiac, Inc., Oklahoma City, Okla.; W. L. Mossy, Mossy Motors, Inc., New Orleans, La.; T. J. O'Donnell, O'Donnell Pontiac, Inc., Baltimore, Md.; A. H. Perry, Sr., Perry Buick Co., Norfolk, Va., and J. C. Tuttle, Western Motor Truck Co., Fort Worth, Texas.

Medium-city group: V. C. Adams, Adams-McCargo Motor Co., Anniston, Ala.; L. J. Hobbs, Hobbs-Skinner Chevrolet Co., Wichita, Kan.; A. F. Lanier, Lanier, Hays Buick Co., Alexandria, La.; G. E. Morgan, Standard Auto Service, Inc., Jackson, Miss.; J. H. Webb, Webb Chevrolet Co., Inc., Bowling Green, Ky.; J. H. Williams, Sebastian Motor Co., Fort Smith, Ark.; W. H. Wooldridge, Lone Star Motor Co., Inc., El Paso, Texas, and D. W. Uzzle, Uzzle Motor Co., Durham, N. C.

100,000,000 Tire Output Predicted for 1953

TIRE production in 1953 probably will pass the 100,000,000 mark in the passenger-car, truck, bus, airplane, motorcycle and tractor categories, E. J. Thomas, president of the Goodyear Tire & Rubber Co., predicted in Akron, Ohio, last month.

This would make 1953 the second best year for the industry, exceeded only by 1947 when there was a tremendous wartime void to fill.

Rubber consumption in all fields is expected to reach an all-time high. This is caused by the increased number of vehicles on the road and the increase in the average of miles driven per vehicle, as well as expansion in the use of newer rubber products, such as foam rubber, Thomas pointed out. This trend is expected to continue.

MEET THE Profit Trio!



White Boy

WHITE TIRE CLEANER
The perfect white tire cleaner. Use with under-fender or special white tire cleaning brush.

Black Boy

BLACK TIRE PAINT
Mix 1 part paint to 8 parts white gasoline. Apply with brush, swab or spray.



Wash Boy

A real time saver... and harmless to auto finish. Fast... no chamomile is required!

All our products are made of the finest ingredients... and are unconditionally guaranteed. Write for special prices.

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**CAN YOU MEET ALL
BATTERY COMPETITION?**



**SELL
Southland!**



...and you'll have a quality battery in EVERY price range... to meet ALL competition.

Write or Wire

ALLIED BATTERY COMPANY

2040 Amelia

Dallas, Texas

Lending a car for use in the "Welcome Wagon" program is something which President L. E. Barkhouser of Augusta Motor Sales, Inc., believes in. He used to do the same thing when he was a dealer in Pennsylvania. Here he is handing the keys to Mrs. Hazel B. Kennard at Staunton, Va. Said he: "It's a good program if the lady handling it is of the right caliber. Mrs. Kennard is such a lady. She has turned in a number of prospects and others are having their cars serviced here as a result of her work."



Setting Resistor Plugs? These Tips May Help

WHAT is the resistor spark plug and how should it be serviced?

With more of these plugs being used on vehicles today, Leslie H. Middleton, vice-president and director of engineering of The Electric Auto-Lite Co., has supplied these answers to the service trade:

"The resistor plug is essentially a standard spark plug with a 10,000-ohm resistor built into the insulator to provide greater efficiency and longer life. The resistor cuts off the unused tail-end portion of the spark discharge and thereby eliminates one of the chief causes of electrode erosion.

Gives Gas Economy

"This also permits wider-than-standard gap settings, which give improved engine performance and economy as leaner gas mixtures can be ignited. When more air-fuel mixture can get between the electrodes to begin combustion, the result is more mileage per gallon and quicker starting. Wide gap settings are advantageous in automatic transmissions because they will permit a smoother-running engine at a slower idle and reduce creeping.

"Resistor plugs eliminate electrical interference with radio and television reception — again by eliminating the tail-end portion of the discharge.

"Servicemen are often misled by a lack of technical information on the operation of the new plug. In some cases, after a test on a mechanical device, resistor plugs are discarded with relatively few miles of service — to the detriment of manufacturer and the dissatisfaction of the car owner.

"For complete understanding, it is necessary to examine what takes

*I WOULDN'T BE
WITHOUT MY
HUOT TOOL CHEST*

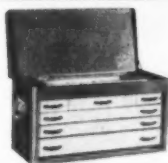


No. 100 Tool Chest mounted on No. 250 Porta Cab. More drawers, more space, more tool box—that's what you get with the Model 100 Chest. Then when you mount it on a Huot Porta Cab, you have rolling storage for all your tools. Built-in locks . . . man-sized handles . . . small drawers lined to protect precision tools. Made of heavy gauge steel, finished with two tone hammered baked enamel. *Porta Cab:* 18"x26 1/4"x33"; *Chest:* 26 1/4"x12 1/4"x18 3/4". Portable tote tray included with chest.

Ask your jobber, or write for bulletin

HUOT MANUFACTURING CO.
587 No. Wheeler Avenue • St. Paul W4, Minn.

Huot is pronounced "Hew-ot"



NO. 101 TOOL CHEST
Man-sized handles, deep drawers, small drawers lined, tote tray, built-in lock. 12 1/4"x14 1/4"x26 1/4".



"FLYING SAUCER"

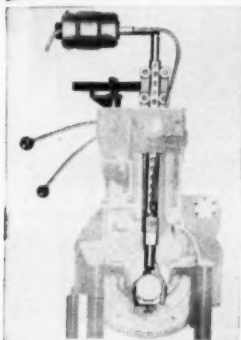
Castor rolls at a 45° angle, turns quickly, easily climbs over wires and litter.

TOOLS ON THE MOVE

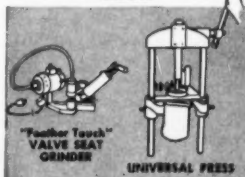
Write for bulletin or contact Warehouse Distributors below:
TOOL WAREHOUSE Dallas, Texas **PERRY GILLILAND & CO.** St. Louis, Mo.
H. H. KERR TOOL CO. Tulsa, Okla. **TOOLS** Atlanta, Ga.

IN THE BLOK

Crankshaft Grinding is FAST-ACCURATE-PROVEN!



WI-TO-CO OVERHEAD
GRINDER



"Feather Touch"
VALVE SEAT
GRINDER

UNIVERSAL PRESS

The IN-THE-BLOK Crankshaft Grinder is a dependable precision tool for grinding rod journals without removing the crankshaft from the engine. With it you can do accurate work, quickly, at a reasonable price and with good profit. Grinder complete in carrying case with stabilizer and rear wheel drive—\$446.34. Lathe attachment for using grinder in lathe to grind both main and rod journals—\$46.29. Crankshaft Grinding Stand with electrically operated reversing transmission. Stand only—\$770.09. Complete with 2 grinders and one drive—\$1423.54.

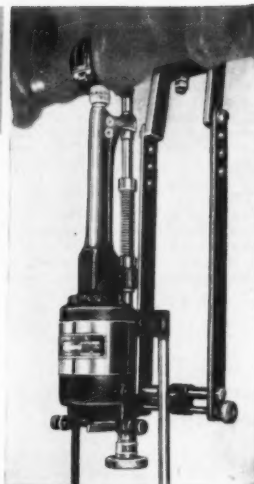
The new WI-TO-CO Overhead Crankshaft Grinder grinds all journals through the cylinder hole from the top. It is not intended to take the place of the IN-THE-BLOK grinder but rather to be used for the front throws on late models where obstructions prevent, or make difficult, grinding from below. Price \$658.95.

The new WI-TO-CO Fly-Wheel Drive bolts on in place of the starter and drives the motor on any Dynaflo, Hydromatic, etc., Priced \$83.95.

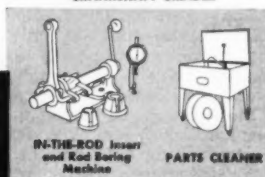
Export office: 238 Main St.
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WINONA TOOL MFG. CO.

WINONA, MINN., U. S. A.



IN-THE-BLOK
CRANKSHAFT GRINDER



IN-THE-ROD Inset
and Rod Boring
Machine

PARTS CLEANER

"It Pays to have an ACE 'n the hole."

ACE VULCANIZING PATCHES

ONE SHAPE — TWO SIZES

ACE regular and giant Universal Diamond shapes fit any clamp and cover all patching requirements. Also eliminate jobbers' need of stocking Round—Oval—Diamond shapes in two sizes each.

ACE Patches light instantly, burn evenly and the laminated board holds the correct amount of heat to fuse the ACE special rubber to either Butyl or natural rubber tubas. They always stick.



• ACE Patented Perforated Pull Fused Fuel Board lights instantly with match or cigarette in any weather. Introduced in 1946.

• Pull string opens ACE sealed can. Replaceable covers. Each ACE Patch sealed in cellophane.

• ACE patented Tab Strips. Holland Cloth easily. Fingers need never touch the patch. Introduced in 1948.

The ACE line is complete!

Catalog—Prices—Sample on Request—Write—

ACE RUBBER COMPANY

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Barren Cranford & Company, 759 Euclid Circle, Mountain Brook, Ala.
Max Yaras, 2911 Central Ave., Tampa, Florida.
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THE BEST in engineering design, finest materials and years of manufacturing know-how are combined to give you the truly ACCURATE weight.

NO SLIP—NO FLEX—After a few jars and scrapes against curbs ordinary wheel weights flex and slip on the rim . . . not with ACCURATE. Accurate weights are specially designed to eliminate this by a special setting of the clip.

GET THE FACTS about the ACCURATE line which also includes castor shims, flat spacer rings and the new contour spacer rings for coil spring knee action.

SOLD ONLY THRU JOBBERS

ACCURATE WEIGHT MANUFACTURING COMPANY

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On fitting...

Piston Pins
Con-Rods
King Pins
Brake
Cylinders
Generator
Bushings

Ask Your Jobber
to Arrange a
Demonstration

place in a spark-plug discharge. For practical purposes, it is in two parts.

"The first part of the spark is the most difficult to see. With both standard and resistor-type spark plugs, a rapid rise in voltage occurs until potential sufficiently high to bridge the spark-plug gap is obtained. At this point, the spark-plug gap ionizes (changes from a non-conductor to a conductor of electricity) and heavy current flows across the gap. This current, known technically as the capacitive component of the spark discharge, consists of the energy stored in the plug itself prior to ionization; it is what starts the combustion process within the cylinder.

"The balance of the electrical energy, which follows the capacitive portion with a noticeable flash, is stored in the remainder of the ignition system. Termed the inductive component, this part contributes nothing to combustion of the fuel. It is, however, the part of the spark discharge which causes severe electrode erosion and electrical interference.

"This unwanted inductive component of the spark discharge is eliminated by the 10,000-ohm resistor."

Testing Resistor Plugs

With this in mind, according to Middleton, it can be easily understood that the absence of brightness of the spark discharge in a resistor plug does not mean that the plug is less effective in its operation. Spark-plug testing devices dependent upon the brightness of this discharge cannot be considered accurate for testing quality and condition, he warned automotive servicemen.

"The voltage required by a standard and resistor spark plug is dependent primarily upon gap setting, the condition of the electrodes and the operating temperature," he said. "The resistor itself does not increase the voltage required, since no current flows in the secondary circuit prior to the ionization of the spark-plug gap. During the capacitive portion of the discharge, the resistor and standard plugs operate in exactly the same manner. For this reason, heavy-duty or high-output coils are not required when resistor plugs are installed.

"For best results, Auto-Lite recommends a universal setting of .035" on resistor plugs for most installations."

Why Clean Metal Parts



Use **METAL/clene**

**NO BRUSHING
NO SCRAPING
NO HEATING**

Metalclene is made under an exclusive Bendix formula. There are many copies, but there is no substitute. When you order, be sure to specify and get the original Bendix® Metalclene.

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Just Dip 'em in Dirty - Pull 'em out Clean

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Export Sales: Bendix International Division, 72 Fifth Avenue, New York 11, N. Y.



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CONVERTIBLE TOPS

"CAR-TEST" JOBBERS

**Are Doing the Business!
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Immediate delivery from Chicago or Dallas.

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Tailor made—ready to install. Every top fits right, looks right. All necessary fittings and trim supplied.

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Scientifically treated 3-ply cotton fabrics, twice-shrunk. Equal to or better than original. Guaranteed.

Get YOUR share of "Top" profits!

MAIL THIS COUPON TODAY

Without obligation send me complete details of CAR-TEST Jobber Program and new INSTALLATION MANUAL that shows how to make convertible top installations easier and faster.

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"FLYING SCOUT" TOP



"ORIGINAL EQUIPMENT" TOP



"OPEN VIEW" TOP

**Now INSTALLATION MANUAL
makes installations faster,
easier. FREE ON REQUEST.**

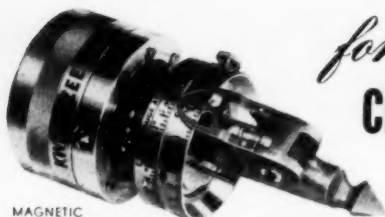
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World's Leading Manufacturers
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MAGNETIC
CAMBER, CASTER, TOE, MICROMETER

for Precision Wheel Alignment **CHECK and CORRECT**

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KWIK-EZEE INC.

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RAJAH PAT. HAND CRIMPING TOOL



NOTE—The simplicity of this Tool
It strips and also crimps Rajah Terminals to
Ignition Cable

Order from your jobber or direct from us.
Send for circular and prices.

The Rajah Company, Bloomfield, N. J.



**Revolve
the wheels**

Show your
customer how
his car runs
on the road—
right in your
own shop.

The Dyn-A-Lyzer does MORE than
any other alignment machine—does it FASTER—does it
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MANBEE EQUIPMENT DIVISION, 185-F6 N. Wabash, Chicago 1, Ill.

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WHEEL WEIGHTS



"The Quality Line"

A TYPE and SIZE for EVERY APPLICATION
SEE YOUR JOBBER OR WRITE FOR CATALOG

TURNER Manufacturing Co.
KOKOMO, INDIANA, U.S.A.



The NEW **SIOUX**
HEAVY DUTY
ELECTRIC DRILLS

STREAMLINED WITH A PURPOSE. They're
re-designed—shorter, more compact—for
greater efficiency, better balance, easier handling and greater
convenience in close quarters. All the tried and proven SIOUX developments
that have made them outstanding for their endurance, have been
retained. SIOUX Heavy Duty Drills include sizes and capacities to
meet all needs. For the most efficient and economical method of
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STANDARD THE WORLD OVER

Racing News

Stevenson Takes Crown

Chuck Stevenson of Milwaukee, Wis., passed Troy Ruttman, Indianapolis winner, by finishing sixth in the last 100-mile race of the season at Phoenix, Ariz., and captured the AAA national championship. Stevenson ended the season with 1,440 points, while Ruttman, who was sidelined during a large part of the season, held 1,410 points.

Stevenson nosed into the lead during the last 50 miles of the Phoenix race on Armistice Day. For the 13th straight year, the race drivers' jinx of Indianapolis winners failing to win the national crown held true.

Ruttman won at Indianapolis, while Stevenson was 18th in that race.

Scheduling Short Track

Greatly expanded action in the Short Track Division is the prediction of NASCAR for 1953. Many small ovals in the South have already filed bids for a chance to put late models through their paces, NASCAR headquarters reported.

Among them are: Winston-Salem, last week of July; Roanoke, first week of August; Delmar Raceway, Md., first week of June; Wilmington, Del., second week of July; Lanham, Md., July 17, and Old Dominion Speedway, May 30 and August 29.

Date reservations are continuing to come in. Dates will be set officially during the track operators' meeting in February.

Teague Tallies a First

Marshall Teague, Daytona Beach, Fla., finished the AAA stock-car schedule with a margin of more than 1,000 points over his closest rival, Frank Luptow. Driving a Hudson Hornet, Teague won seven victories in his first season of AAA stock-car racing competition.

The 31-year-old driver began the 1952 season driving in NASCAR events. In February, he captured the 150-mile Daytona Beach grand national championship race for the second year.



Murphy Motors, one of nation's largest DeSoto-Plymouth dealers, use LEE END LIFTS

Ed Nathan, Service Manager of Murphy Motors, Culver City, Calif., says: "We maintain a high volume of service work by using Lee End lifts to expedite many quick repair and service jobs, which would otherwise tie up stationary lifts. Our men are able to complete more jobs per day and turn out better work using these portable lifts."

Lee End Lifts help speed completion of all types of under car work at lower labor costs. Works anywhere air pressure is available—indoors or out. Lifts either end of car to 53", 3000 lb. capacity. Patented automatic safety latch. Stores in 2 ft. sq. Write for data and price sheet.

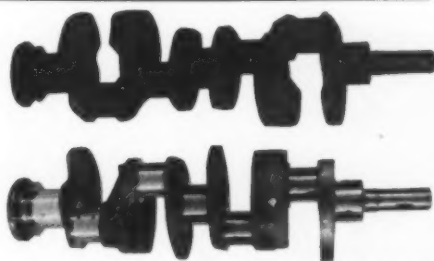
AUTOMOTIVE EQUIPMENT MFG. CO.
11000 So. Alameda St. Lynwood, California



MODEL 52 LEE END LIFT

5500 lb. capacity
truck lift also
available.

Make Money on Worn Crankshafts



They come in like this
(Top photo)

And go out like this
(Bottom photo)

There is a good profit for jobbers and garages in "ARCWELL"® Rebuilt Crankshafts . . . and car owners appreciate the savings and service they get.

The "ARCWELL" process rebuilds crankshafts so that they are actually better than new. Journal surfaces are harder, and the added metal is guaranteed never to flake, loosen, or part from the parent metal.

SERVICE We ship rebuilt crankshafts . . . clean, treated with rust preventive, and substantially boxed . . . within four days after receipt. Rush orders in 24 hours.

GARAGES Write for information and the name of your nearest jobber.

JOBBERS Write for the "ARCWELL" plan. We have many inquiries from garages in territories which are still open.

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Trouble-Free QUALITY Valve Refacer



If it's made by Lee
it's a "Knock-Out"



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K. O. LEE
DISTRIBUTOR
OR WRITE
FOR
COMPLETE
LITERATURE

K. O. LEE COMPANY, ABERDEEN, SOUTH DAKOTA
WET VALVE REFACERS • VALVE SEAT GRINDER SETS • STUD WRENCHES
VALVE SEAT INSERTS • RESEATER SETS • ELECTRIC DRILLS • SANDERS
ROD ALIGNERS • POLISHERS • HAND GRINDER SETS • REAMER DRIVES

SPEEDY

electric chamois roller

gives you

DRY CHAMOIS INSTANTLY!



Electric-powered
deluxe model

By having all the dry chamois you need, when you need it, you'll save time and cut labor costs on every job.

Speedy has good looks and efficiency

SPEEDY DE LUXE SPECIFICATIONS

- Power: G-E 1/3 h.p. 110 volt A.C. motor
- Power transmission: V-type belts
- Controls: Foot operated switch
- Rolls: Adjustable tension, special rubber 2" by 12"

A hand-driven standard model is also available

BUY THROUGH YOUR JOBBER

SPEEDY

MANUFACTURING & SALES CO., INC.

523 N. Bivins St., PH. 4-1687 Amarillo, Texas

POWERFUL AUTOMOTIVE VACUUM CLEANER

at
LOW, low price

Service stations build trade; auto dealers raise car values with fast, portable Pullman Auto Vacuums. Powerful universal motor, lifetime-lubricated bearings, electro-welded steel container holds 1½ bushels of dirt or litter, red baked enamel finish, plug-in casters, 35' cord, 10' hose, 5" upholstery tool and 27" crevice tool complete only \$164.45 less trade discount. Flexible accordion hose not damaged if run over, stretches from 6' to over 14', \$5.50 extra. Send for name of nearest dealer.

Jobber inquiries invited.

Pullman

PULLMAN SALES CORP.
MFR: BOSTON 19, MASS.



It will pay you

To Investigate Today's
Finest Tire Repair!

GROSS SUPER GRIPS

Engineered for the
Life Time Repair of
Today's Modern Tires!

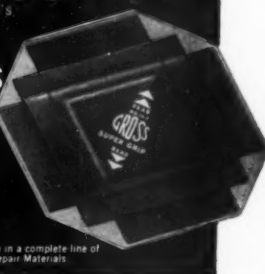
Details and Samples
on Request.

GROSS

Manufacturing Company

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Super Grips are just one item in a complete line of
outstanding Tire and Tube Repair Materials



BURD AUTOMOTIVE PRODUCTS

BURD PISTON RING COMPANY
DIVISION OF THE GARRILL COMPANY • ROCKFORD, ILLINOIS

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HOT WATER
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MOTO-KLEEN

LIQUID MOTOR CLEANER

Harmless to
paint and hands

MOTO-KLEEN takes the hard work out of cleaning auto, boat, truck, tractor and airplane motors and parts. Highly concentrated—can be diluted as much as 7 to 1 with kerosene or other low-priced solvent. Excellent for brush, spray or vat cleaning. Rinses freely with water. Make your motor cleaning jobs easier and more profitable. Order a supply of MOTO-KLEEN today.

TWIN-T LABORATORIES

Manufacturers
GREENVILLE, SOUTH CAROLINA
SOUTHERN REPRESENTATIVE:
LAWRENCE M. HIRSIG & CO.
JACKSONVILLE 7, FLORIDA



- Speeds Service
- Avoids Waste

Quart cans may be placed in dispenser "on the run." Light pressure on handle-lever punctures can after dispenser is inserted in oil filler pipe... fast, easy, no spillage. Two cutting blades assure quick, complete drainage... no waiting, no waste. Rests without support in oil filler pipe... frees attendant for other duties, speeds service.

Clip this ad. Ask your jobber about it, or write for name of jobber in your area.

STANLEY D. BOWLES CO.
1910 S. Lamar Street • Dallas, Texas

Wilson of GM Appointed Secretary of Defense

STATEMENTS regarding the appointment of C. E. Wilson, president of General Motors Corp., as secretary of defense, have been released by both Wilson and Alfred P. Sloan, Jr., chairman of the board.

"In the present state of world affairs such a call to duty would not be turned aside by any citizen," said Wilson. "I will accept the appointment with every determination to assist our new president in his efforts toward peace.

"If and when I am confirmed as secretary of defense by the Senate, I will sever all my business connections and devote my entire time to the job."

Commented Sloan: "Needless to say, all of us in General Motors regret exceedingly to lose the services of an executive who has contributed so outstandingly over so many years to the success of the Corporation's affairs. He has been with the corporation for over 33 years and served as president since January, 1941.

"However, we feel most strongly that President-Elect Eisenhower is entitled to the unlimited support of all and the services of any who, in his judgment, can help him in successfully discharging the enormous responsibilities which he is about to assume.

"Certainly under existing circumstances such a public duty transcends any private interest. For that reason only and with the greatest of regret, General Motors will release Mr. Wilson from all obligations to the corporation."

Sloan said he felt that Wilson, with his experience, could contribute much to the nation.

Kentuckians to Meet Sept. 20

The 1953 convention of the Kentucky Automobile Dealers Association will be held Sept. 20-22 at the Phoenix Hotel, Lexington. A special program for ladies attending the convention is being planned, Lew Ullrich, managing director, reported.

Floridians to Meet Oct. 25

The 1953 convention of the Florida Automobile Dealers Association will be held Oct. 25-27 at the Sheraton Beach Hotel, Daytona Beach, Fla., General Manager Walter C. Mallory has announced.



U. S. AND FOREIGN PATENTS

A NEW STANDARD OF CARBURETION

With a **MONEY BACK** Guarantee

Makes **ANY** Car or Truck

A **BETTER** Car or Truck

BIG ADVANTAGES OF TURBO-CHARGER CARBURETION

- ★ Easier Starting
- ★ Increased Power
- ★ Better Performance
- ★ Faster Acceleration
- ★ Prevents Carbon
- ★ Cooler Motor
- ★ Longer Motor Life

A TURBO-CHARGER

Eliminates the flow of raw gasoline into your engine and automatically eliminates most of today's engine troubles.

35,000 mi Factory Unconditional Guarantee. Sold only through leading Distributors, Jobbers, Dealers and Garages. Your Customers will do the selling for you. Thousands of Enthusiastic users.

If you are interested in making more money, Phone, Wire, or Write.



TURBO-CHARGER SALES CO.
TYLER, TEXAS



J. Saxton Lloyd of Daytona Beach, Fla., president of the National Automobile Dealers Association, was the honor guest at an open house given by Universal Underwriters for more than 600 Florida Automobile Dealers Association members at Miami Beach during the recent state convention. Left to right are: Mrs. Ray Chamberlain, NADA Convention Director Chamberlain, Mrs. H. L. Wieder, Leo Adeeb of Beach Chevrolet Corp. (standing), H. L. Wieder of UU and (seated) Mr. and Mrs. J. Saxton Lloyd.

KEEPS HOSE IN GOOD SHAPE



You're a leg up on competition when you sell Aero-Seals. They clamp evenly around the hose, don't distort or bite at clamping point. Worm-drive screw with hose-protecting curved saddle holds tight against vibration. Stainless steel band resists corrosion. Sales shape up beautifully when you stock Aero-Seals. Contact your jobber, or write us direct.

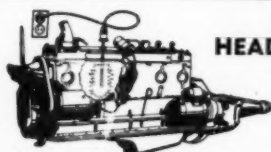


The Largest Selling Quality Hose Clamp in the World

BREEZE CORPORATIONS, INC.

41 South Sixth St., Newark 7, N. J.

Use of stainless steel subject to government regulations.



Freeman Headbolt Engine Heater

**FREEMAN
HEADBOLT ENGINE
HEATER**
for
**CARS, TRUCKS
and TRACTORS**

INSTANT STARTS and ENGINE PROTECTION
IN COLD WEATHER

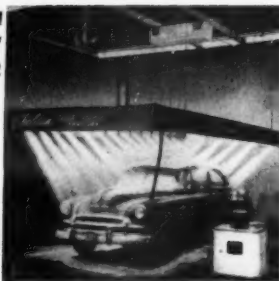
A 650 Watt Heating Element Preheats the Engine
for Quick, Easy Starts in Cold Weather

WRITE FOR DETAILS

DELTA MFG. CO., CLARKSDALE, MISS.

CHOLDUN "AUTO-MAGIC" CARWASHER

No Tracks to Lay,
No Arch to Sway,
No rack at All—
To Pull or Fall.
Won't Jump the Track
Or Break your Back.
No Tank to Fill,
No Soap to Spill,
No Valves to Stick—
Now—Take your Pick!



Write *Choldun* **MANUFACTURING CORPORATION**
NEW HAVEN, CONN.

AUTO PARTS and ACCESSORIES SALESMAN

Opportunity to earn over \$10,000 per year! Sell a complete, powerfully merchandised and nationally known line of replacement convertible tops to distributors, jobbers, etc., in your home state and surrounding states. Car required. Substantial salary plus liberal commission to start. State experience, age, complete history, character and business references.

H. Carter, Pres., Atlas International

REPLY TO: Company, 1545 N. Fairfield Ave., Chicago 22, Ill.

FACTS!

1. Over 300 advertisers are placing their announcement before the jobbers, dealers, garages and service stations of the nineteen Southern and Southwestern states.
2. The 29,000 copies of this issue reach over 5,500 towns and cities in the South. This means a very thorough coverage of the small town trade as well as that of the larger cities.
3. This is very important to advertisers, jobbers and distributors because over 71% of the cars in the South are owned and operated in and around towns of 25,000 population or less.

Southern Automotive Journal

ATLANTA, GEORGIA

Tire Dealers' "Cut-A-Bead" Plan Helps Get Unsafe Tires Off Road

A PROGRAM to get unsafe tires off the road and thereby increase safety on the highways is now being sponsored by the Na-

tional Association of Independent Tire Dealers.

Called the "Cut-A-Bead, Save-A-Life" plan, it encourages tire service men to cut through the bead on all unsafe tires to make sure they will not be used on another vehicle.

Sometimes unsafe tires are picked up and recapped by unethical recappers who are simply after a fast dollar, the association

Dealers, Inc., 624 Wyatt Building, Washington 5, D. C.

"Dual Plants" Called Answer

Dual-purpose plants which can turn out civilian or defense products or both, in the correct amounts to meet whatever international situation may exist, are the most economical and efficient solution to preparing for national defense, John F. Gordon, vice-president of General Motors, told an SAE meeting last month.

Stands Alone

—Has no Equal



The original liquid metallic preparation for repairing cracked engine blocks, cylinders and valve ports.

MILLER MANUFACTURING CO.

Dept. 5A

Camden 5, N. J.



pointed out. This destroys the public confidence in all recapping.

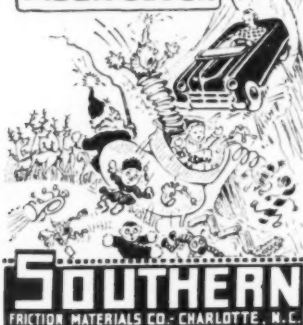
"When you cut a bead of a faulty tire in front of your customer, he can't help but admire your integrity and appreciate the honesty of a firm that takes time to better highway safety by removing the tire from the road forever," said Bill Murphy, NAITD director from California, the state where the program originated in 1950.

It is important to cut the bead in the presence of the customer, NAITD pointed out. The customer will know he can depend on a recapper who does this and, with proper education, will be skeptical of one who fails to do so.

Bead cutters are available for both passenger-car and truck tires. The car-tire cutter handles sizes up to 825. The model for truck tires cuts beads up to and including 1200.

Both bead cutters and advertising material on the program are available from the National Association of Independent Tire

PLAY AWAY AND WORRY
NOT — I CAN STOP
WITH SOUTHERN
FIBER BLOCK

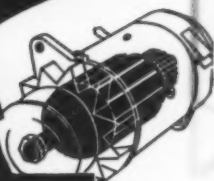


SOUTHERN
FRICTION MATERIALS CO. - CHARLOTTE, N. C.

In Buying REBUILT GENERATORS

... you can be assured of original performance ONLY if you insist on genuine VENTILATED MATCHED COIL armatures. VMC armatures are the finest replacement armatures available—with original wire size and original number of turns.

look
for



VMC
**GENERATOR
ARMATURES**

More VMC armatures are used than any other replacement brand.

BUY FROM YOUR JOBBER

THE VMC SYSTEM, STATION D
ATLANTA, GEORGIA

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A Aaron Co., Wesley O. 108 Accurate Weights Mfg. Co. 136 Ace Rubber Company 136 Acme Air Appliance Corp. 117 A. C. Spark Plug Division 5 (Spark Plugs) Advance Century Mfg. Co. 22 Advertising Council Airtax Automotive Corp. 99 Alan Sales Co. 117 Albertson & Co. 138 Allen Electric & Equip. Co. 19 Allied Battery Co. 134 Almond, T. N. 17 Alton Sales Co. 137 Aluminum Industries Inc. 103 American Hammered Division Amater, Gene J. Andrews Mfg. Co. 125 AP Parts Corp. 110, 111 Aro Equipment Corp. 7 Atlas International Co. 137, 142 Automotive Equipment Mfg. Co. 139 Automotive Sales Co. 15, 119 Ayd Co., Don 106	C Craft, E. G. Craig, Hugh M. 139 Craia, L. C. Crane, Houston 110, 111 Cranford, Barron 132, 136 Cree, Herb M. 125, 142 Crutcher, Phil S. 82 Culp, E. E. Damron, H. C. 15 Daniell, Johnnie 132, 140 Davis, John W. Davidson, George Dean, Cash Delco Battery Division Delco-Remy Division 16 Delta Mfg. Co. 142 DeLoe Division 14 DiCello, Tony Dickey, Robert O. 113, 140 Dixie Sales Co. 141 Doile Valve Company 107 Douglas Muffler Co. 134 Downey & Co., Herman J. 132 Durkee-Atwood Company Second Cover	D Harvey, John Hastings Mfg. Co. (Oil Filter Division) Hastings Mfg. Co. (Piston Rings) Third Cover Heath, Geo. D. 128 Hein-Werner Corp. 18 Herbrand Division 88 Hershey, Maxim Hertzberg, Sam 143 Hirsig & Co., Lawrence M. 17, 89, 104, 105, 125, 141, 146 Hirsig-Fraser Co. 99, 105, 128 Hodgman Rubber Co. 124 Hoehler, E. M. 25, 99, 101 Hoffman, A. W. 114 Holland, Chack 94 Holland, T. F. Homestead Valve Mfg. Co. Hudson Motor Car Company 27 Hughes, T. D. 135 Huot Mfg. Co. Hutchins, Harry C. Hygrade Products Division 30	M Mac's Super Gloss Co. 115 Major, Jan Manabe Equipment Div. 138 Manufacturers Warehouse 134 Marlow, Paul Marshall, E. L. Martin-Senour Corp. 85 Mathewson, Robert S. Maupin, F. E. McClintock Sales Co. 117, 129 McConnell, R. E. 7 McCord Corporation 2 McDonald, Carl J. 132 McDonald & McPherson Co. 128 McHugh, Henry 108 McNaughton, Lee Mercer, C. L. Merit Mufflers 129 Merryman, Frank J. Mickle, Louis 88 Miller Mfg. Co. 143 Miller, S. H. 143 Miller Sales Co., Jess 132 Minnich, W. F. Monkey Grip Sales Co. 102 Monroe Auto Equipment Co. Moog Industries, Inc. 9 Moon, J. E. Moraine Products Division 24 Morley, Chas. C. 102 Morris, Add Mosher, W. A. 114 Mundy, W. A. M. 17 Murphy & Sons, J. Roe 93
B Bailis, Harry Baker Wm. 136 Barringer, F. D. 140 Bailes, Fred 138 Bear Mfg. Company 10 Bearings Co. of America 17 Besley, James Belden Mfg. Co. 145 Bell, L. W. 22, 83 Bender Equip. Co., J. H. 137 Bendix Products Div. Berry & Assoc., Charles Black, R. E. Boehm, Phil Bonney Forge & Tool Works 84 Boswell, L. B. 107 Bowes Seal Fast Corp. Bowles Co., Stanley D. 141 Bowling & Powell 117, 132, 136 Branstetter, Don 138 Breeze Corporation, Inc. 142 Bridges & Assoc., Roy 106 Brogan, F. J. 102 Brooks, W. S. Brown Co., Andrew 116 Brown, John M. 140 Brown, Tom Bruce, C. Tom Buegler, Herman H. 102 Buetner, C. M. 102 Burd Piston Ring Co. 140 Burk, B. B. 141 Rutz, Sidney 130	E Earl, John W. Ebeling, P. H. 138 Ebert Co., Earl H. Edwards-Dennis Co. 93, 104, 140 Electric Auto-Lite Co. 87 (Parts & Service) Electric Storage Battery Co. 83 Emerol Mfg. Co. 101 Ehlerton, Wayne L. Evans Co., John F. 94 Eylar Sales Co.	I Inco Mfg. & Sales Co. 99, 138 Independent Pneumatic Tool Co. 81 J Jayne, Albert 145 Jolly Sales Co., John T. 128 Jones, Heywood 114	N NBP Public Relations Committee 36 National Brake Block Corp. 132 National Machine Works 93 National Motor Bearing Co., Inc. 25 National Used Car Market Report, Inc. 122, 123 Neapco Products, Inc. 129 Nicholson, Harry 104 Norton, K. W. 86 Nowlin, Frank
C Cain, John H. 143 Camden, W. S. 7 Campbell, O. C. Caplan & McEwen 14 Casco Prod. Corp. 105 Case, C. C. Casite Division 3 Champion Spark Plug Co. 21 Chaney, W. O. 136 Chefford-Master Mfg. Co. Cherry Co., McEwen 7, 107 Chevrolet Motor Division Cholden Mfg. Co. 142 Chrysler Corp. 79 Clark, A. W. 108 Clark Co., Harry 88, 93 Cline-Porter 94 Cochran, Floyd J. 129 Cody & Assoc., Dave Cole, S. J. 139, 140 Commercial Credit Co. 77 Connell Co., J. S. 88, 130 Capeland, Rudy 136 Cox, Neely 140	F F & B Mfg. Company 119 Federal-Mogul Service 38 Federated Mutual Implement & Hardware Insurance Co. Felt Products Mfg. Co. Fitzgerald Mfg. Co. 6 Flannigan, R. L. 142 Ford Motor Co. 33 Fram Corporation 89 Friedman, Harry G Gatke Corporation 90, 91 Gen Ose Sales Co. 124 Gilie & Sons, Geo. W. 7 Glover, Chas. A. 108 Goerlich Muffler Division Goodman, S. D. 17 Gordon, W. H. 15 Gordon, W. S. 136 Grant, R. B. 140 Granello Sales Co. 99, 142 Green, Paul B. 143 Greenfield Sales Co. 132 Grey-Rock Division 44 Griffin Lamp Co. Gross Mfg. Co. 140	K K-D Mfg. Company Keen, C. Guy Keister, E. C. Keller, E. J. 22, 82, 142 Kelley Hayes Wheel Co. 109 Kem Mfg. Co., Inc. 145 Ken-Tool Mfg. Co. Kidder, Martin Kitchens, William Klier Co., G. W. 113 Kline-Porter Kneavel, W. S. Kwik-Ezee, Inc. 138	O Oakite Products, Inc. 39 Olson, Don 82 Otis-Scribner Sales Co. 138 Owatonna Tool Co. 133 P Packard Elec. Division 26 Packard Motor Car Co. 120, 121 Parker, Guy 110, 111 Perfect Circle Corp., Front Cover Perfect Equip. Co. 114 Perfection Gear Co. 11 Permatex Co., Inc. 1 Peters, S. A. 136 Peterson Welding Laboratories, Inc. 106 Poag, John R. Poindexter, C. M. 94 Polansky, Max Price Battery Corp. Pullman Sales Corp. 140 Punt, Walter G. 17 Puritan Co., Inc. 131 Pyroll Co. 128
L Laher Battery Prod. Corp. 16 Lake Auto Radiator Mfg. Co. 138 Lamb, Russ Co. 138 Lancaster, P. M. 138 Lasco Brake Products Corp. 15 Lawson, Lee 140 Lawson-Abbott 98 Leahy, Edw. T. Lee Co., K. O. 140 Lemco Products, Inc. 127 Libbey-Owens-Ford Glass Co. 127 Libby, Frank 142 Lillmar, E. G. 140 Lincoln Engineering Co. 145 Link & Chambers Sales Co. Lisle Corp. 82 Littell Sales Co., Porter Longdon, Stan 94, 135 Lovelady, J. W. 114 Lutz, W. O. Lynn & Hemphill 108, 125 Lyon, Inc. 35 Lyon, W. L.	H Halls, Inc. Hamilton, G. O. Hart & Foster	L Laher Battery Prod. Corp. 16 Lake Auto Radiator Mfg. Co. 138 Lamb, Russ Co. 138 Lancaster, P. M. 138 Lasco Brake Products Corp. 15 Lawson, Lee 140 Lawson-Abbott 98 Leahy, Edw. T. Lee Co., K. O. 140 Lemco Products, Inc. 127 Libbey-Owens-Ford Glass Co. 127 Libby, Frank 142 Lillmar, E. G. 140 Lincoln Engineering Co. 145 Link & Chambers Sales Co. Lisle Corp. 82 Littell Sales Co., Porter Longdon, Stan 94, 135 Lovelady, J. W. 114 Lutz, W. O. Lynn & Hemphill 108, 125 Lyon, Inc. 35 Lyon, W. L.	P Packard Elec. Division 26 Packard Motor Car Co. 120, 121 Parker, Guy 110, 111 Perfect Circle Corp., Front Cover Perfect Equip. Co. 114 Perfection Gear Co. 11 Permatex Co., Inc. 1 Peters, S. A. 136 Peterson Welding Laboratories, Inc. 106 Poag, John R. Poindexter, C. M. 94 Polansky, Max Price Battery Corp. Pullman Sales Corp. 140 Punt, Walter G. 17 Puritan Co., Inc. 131 Pyroll Co. 128

INDEX

The Advertiser's Index is published as a convenience, and not as a part of the advertising contract. Every care will be taken to index correctly. No allowance will be made for errors or failure to insert.

R

Rajah Company 138
Ramsey Corp.Fourth Cover
Rankin, J. W.
Rankin, David
Raybestos Division
Reading Batteries, Inc.
Reeves, Bert
Remm, Cliff132
Rinshed-Mason Co. 84
Robertson, W. H.
Rochester Products Division... 92
Rogers, H. M. (Buck)135
Rose, Troy
Roy & Hefner136
Russell, H. E. 86
Russell, Ralph E.132
Rust Master Chemical Corp...104

S

Safety Equip. Co.
Saltzman, Harry
Sanderson Co., Geo.107, 110, 111
Saunders, J. Paul138
Schneider, Albert D.
Schwaiger Mfg. Co.132
Seaboard Ind.
Seago, Hal82, 94
Sealed Power Corp. 40
Sears, Ben136
Sedgwick, Ben136
Sexton, C. F.140
Seymour, Ralph B.138
Shambough, Forest E.138
Shamer, Sam136
Sherman, Chas. G. 93, 104
Shipp-Payne139
Shirey, Wm. H.140
Sierk, Herbert82
Smith, Don139, 142
Smith & Assoc., E. B.139
Snuggl Wheel Weight Mfg. Co. 94
Southern Friction Materials Co.143
Southern Sales Agency118
Southern Sales Co.129, 135
Sparkler Mfg. Co.
Sparks, Chas. L. 7
Speaker Corp., J. W.
Speedy Mfg. & Sales Co., Inc.
Spindler, R. B.
Standard Crankshaft & Hydraulic Co., Inc.139
Stanley Co., Inc. John T.
Stant Mfg. Co., Inc.108
Studobaker Corp. 75
Styron & Assoc. Art. 15
Sunnen Products Co., Inc.136
Superior Screw & Mfg. Co., Inc.
Swanman, M. H. 82
Sykes & Sons, Carl22, 140

T

Tabus, Geo. A.
Tate, J. E.93, 136
Taylor Bros. 18
Texas Company 31
Thermoid Co. 28

Tillis Mfg. Co. 80
Timken Roller Bearing Co. 29
Treasury Dept.
Treglowa Company
Trico Products 23
Triple-A Specialty Co.130
Tung-Sol Electric, Inc.118
Turbo Charger Sales Co.141
Turner Mfg. Co.138
Tuthill, H. I.
Tuttle Co., L. D.106, 140
Twin-T Laboratories141

U

United Motors Service 37
United States Treasury *

V

V. M. C. Products, Inc. 143
Vaughn, B. M.
Vellumoid Company
Virginia-Carolina Chemical Co.
Vitalic Battery Co.134
Vogel Swygard Assoc. 7

W

Wadsworth, F. L.
Wagner Electric Corp. 32
Walker, A. J.
Wallace, Stanley K.
Wallace, Wally
Ways, A. A.
Weaver Manufacturing Co.
Whalen, H. H.101
Whaley, H. A.
Wilkinson-Wilcox Co.108
Williams, Frank H.102, 117, 119
Williams, N. A.114, 142, 145
Williams & Co., J. H.113
Wilson, L. A. 93
Winona Tool Mfg. Co.136
Wix Accessories Corp.
Wixson, Ronald H.

Y

Yankee Metal Products Corp. 86
Yaras, Max132, 136

Z

Zecol, Inc.112

1902-1952



ELECTRICAL AND ELECTRONIC WIRES AND CABLES

—For the Automotive, Appliance, Motor, Radio, and Television Industries
Belden Manufacturing Company
Chicago 80, Illinois

Time Savers...
KEN TIRE CHANGING **TOOLS**
...they're "Job Designed"

Ken-Tools are hand forged from chrome nickel alloy steel...heat treated for extra long life...
Best By Actual Test!

KEN-TOOL
LARGEST EXCLUSIVE MAKERS OF TIRE AND WHEEL CHANGING TOOLS

T-25 New Ford Tire Tool

See Your Local Jobber for Our Complete Line
The KEN-TOOL Mfg. Co.
Akron 5, Ohio

**Why HIRSIG
Service Means
Complete Service
in the South**



For Manufacturers and Jobbers!



Lawrence M. Hirsig Mrs. Lawrence M. Hirsig B. T. Brantley B. W. (Larry) Hirsig



★ **IT'S EASY** to understand why Hirsig service means complete service for manufacturers and jobbers in the South. A quick look at the Hirsig organization is all that is necessary.

AUTOMOTIVE EXPERIENCE . . . Hirsig Service is complete because of the many years of automobile experience behind this organization . . . an average of over 13 years per man! These years of experience bring know-how to the creation and maintenance of the kind of service that builds business.

SMALL TERRITORIES . . . Hirsig men have small territories so they can make more frequent calls on their customers and serve them better. From headquarters in 17 Southern cities, information brought to customers on Hirsig lines is timely and complete.

CAREFUL PLANNING . . . The work of the Hirsig men in the field is planned and directed from Headquarters by men with long and successful experience in the automotive field. A fully staffed home office promptly handles

the necessary details as required by an efficient sales organization.



LAWRENCE M. HIRSIG & CO., AMERICAN NATIONAL BANK BLDG., JACKSONVILLE 7, FLORIDA
MANUFACTURERS' DIRECT REPRESENTATIVES

Complete Coverage

**REGULAR OR CHROME
FOR ALL PASSENGER CARS**



Order the famous **Steel-Vent** in **regular** or **chrome** sets for any make or model. You can handle any customer with this complete coverage line.

Hastings gives you Steel-Vent with the right combination of companion rings to meet the particular operating characteristics of each engine. Hastings gives you the Set that's Motor Engineered for replacement service exclusively and for *all* replacement service—re-bore, re-ring or re-sleeve.

So make it a habit to specify Steel-Vent—in regular or chrome sets—for all passenger cars.



**TOUGH
but oh so
GENTLE**

In Regular or Chrome Sets

Always tough on oil-pumping . . . gentle on cylinder walls!

Gentle because Steel-Vent's two wall-contacting steel sections have rounded edges which provide hairline contact and reduce drag to a minimum.

Gentle because the Steel-Vent spacer has extra wide vents that let oil flow through freely for extra cylinder wall lubrication.

Gentle because Steel-Vent's flexible, low-tension inner spring works only against the steel sections—holds them on cylinder wall with soft pressure.

Result: maximum life, minimum wear.

Hastings Manufacturing Company, Hastings, Mich.; Hastings, Ltd., Toronto
Piston Rings, Spark Plugs, Oil Filters, Caste, Drou

HASTINGS

STEEL-VENT PISTON RINGS

Regular or Chrome Faced

**MOTOR ENGINEERED FOR REPLACEMENT SERVICE
IN CARS, TRUCKS, BUSES AND TRACTORS**

just right wall pressures

Eliminate excessive engine drag!

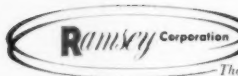


...enable you to offer
the Outstanding BUY
in ENGINE RE-POWERING

With Ramco 10-Up you can do an outstanding job of engine RE-POWERING... and that means an outstanding buy for your customers. Here's what NO GAP, advanced design Spiro-Seal means to them in terms of performance.

- ✓ NO OIL LEAKS FROM RINGS
- ✓ NO EXCESSIVE WEAR ON CYLINDER WALLS
- ✓ NO EXCESSIVE CYLINDER WALL STRESS
- ✓ NO EXCESSIVE OIL CONSUMPTION AT HIGH SPEEDS
- ✓ NO EXCESSIVE OIL

Years ahead Spiro-Seal assures all this PLUS THE EXTRA SPRING-AWAY POWER that comes through Ramco's use of stabilization rather than pressure to control oil.



St. Louis 8, Missouri,
A subsidiary of
Thompson Products, Inc.

RAMCO 10_{up}
FOR DOUBLE LIFE

Now 2 outstanding Ring Combinations — and

RAMCROME 10_{up} *Chrome Plated*
Piston Rings
FOR TRIPLE LIFE